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Chemist & Druggist

MARCH 5 1977 THE NEWSWEEKLY FOR PHARMACY

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Wholesale Chemists,
West Hurlet House, Nitshill,
Glasgow,
Scotland G53 7TJ
Tel: 041-881 2304

NORTH WEST COUNTIES
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Glynwed Wholesale Chemists Ltd.,
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Waterloo Rd.,
Manchester M8 8AH
Tel: 061-834 3853

YORKSHIRE
Bleasdale Ltd., 25 St. Saviourgate,
York. Tel: York 221968

NORTH EAST
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Tel: Newcastle 862911

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Off Whitechurch Rd., Cardiff,
Glamorganshire.
Tel: Cardiff 26872

NORTHERN IRELAND
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45/47 Ravenhill Rd., Belfast.
Tel: Belfast 56097

CHANNEL ISLES
Ken LeBrun, Les Beaux Reves,
St. Mary, Jersey.
Tel: Jersey 82050

Jean Sorelle Ltd., 117-123 Great Portland Street, London W1N 6AH Tel: 01-636 8677

Chemist & Druggist

The newsweekly for pharmacy

5 March 1977 Vol. 207 No. 5056

118th year of publication

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Editor Ronald E. Salmon, MPS

Advertisement Manager Peter Nicholls, JP

Director Arthur Wright, FPS, DBA

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Comment

Crumb of comfort

Not a defeat, merely a set-back is how the Pharmaceutical Society's president, Mr J. P. Bannerman, reacted to the Government's announcement last week that it would not ban the self-service sale of analgesics (see p276). The news will have come as a bitter disappointment to those pharmacists and staff of the Society who had campaigned so vigorously over the past few months. They may, however, find some consolation in the fact that the campaign has had an obvious impact on the views of members of Parliament —as suggested by the delay in the Ministers' decision and their concession to the Society's request for a health education campaign.

Comfort may also be derived from the Minister's statement that he accepts the Society's view "that in general medicines are different from other products and should be treated with due care, especially in the home." But that view is hardly the sole property of the Pharmaceutical Society—it was supposed to be a basic principle of the 1968 Medicines Act and, as such, the view of Parliament itself. Unfortunately, the principle has sometimes been honoured more in the breach than the observance in putting the Act into practice by means of Regulations; had that not been the case, we should have had less need for argument and costly public relations campaigns! Indeed, it is a travesty that the pharmaceutical profession should need to foot the bill for protecting the public interest—which should be the role of the Government—when the pharmacist himself has so little, if anything, to gain.

Of course the health education campaign promised by the Government is welcome. But it should be provided because it is necessary, not as some apparent sop to a profession that has made more of a nuisance of itself on this issue than the politicians would have supposed possible.

In fact the public does not respond well to "education". Actions speak louder than posters—we are unaware of any tobacco company bankrupcies since the Health Education Council began its campaigns, and even Parliament seems resigned to making the wearing of car seat belts compulsory eventually.

If the housewife became annoyed because her favourite analgesic was not in its usual place on the supermarket shelf and asked why, so much the better. But a health education campaign would be required to tell her the answer—the supermarket assistant certainly could not be relied upon.

Mr Bannerman has estimated that £1m would be required for an effective campaign, and we doubt whether that would be too generous an estimate. It is understood that the Minister for Health has written to the HEC on this question and that an undisclosed sum of money is available; the Society is also expected to have talks with Health Ministers to stress the need for adequate finance.

But whatever the amount forthcoming and the quality of the campaign, pharmacists can themselves have a greater impact on public opinion than all the posters and television coverage put together—by simply ensuring that all are seen to practise what they preach in terms of their own premises. Actions *do* speak louder than words.

Analgesics: a set-back but fight goes on

The Pharmaceutical Society is to continue fighting for a ban on the self-service sale of analgesics—in spite of the Health Minister's announcement last week that he was not going to introduce such a ban.

"We will not acknowledge defeat," Mr Jim Bannerman, the Society's president, said on Wednesday. "At worst we have received a set-back."

Mr Roland Moyle, Minister for Health, said in a Commons written answer last week he accepted the revised advice of the Medicines Commission that there are no grounds for believing there is a correlation between the method of sale of a medicine and its role in accidental self-poisoning. "However, we accept the view of the Pharmaceutical Society that in general medicines are different from other products and should be treated with due care, especially in the home; and, since it is important to ensure that the need to treat medicines with respect is widely and fully appreciated, my colleagues and I propose to consider with the Health Education Council, the Scottish Health Education Unit and others whether further health education measures might usefully contribute to this end."

Pack restrictions enough

With the introduction of the Medicines (Child Safety) Regulations and proposed restriction of OTC analgesics to 25, the Health Minister felt there was no need to make Regulations banning self-service methods. "The proposed Medicines (Sale and Supply) Miscellaneous Provisions Regulations which are required to deal with other matters are now being drafted accordingly and will be issued for consultation as soon as possible, "said Mr Moyle.

The Pharmaceutical Society is "deeply disappointed" over the Government's rejection of the self-service ban but is delighted that its requests for a health education campaign had been heeded. The Society is contacting the Health Ministers "to express our enthusiasm and determination to play a full responsible part in a campaign aimed at reversing the dangerous trend by which society has become conditioned to expect a medicine for every complaint, however trivial."

A letter, signed by the president, has been sent to MPs asking them to fight the issue all the way through Parliament. Speaking in Bristol on Wednesday evening, Mr Bannerman said, "We do not accept the Government's decision . . . and we have given the Health Ministers notice that we intend to fight on with the help of the impressive number of MPs who have said they will stand by us."

He paid tribute to pharmacists for the way they had campaigned over the past months—"here has been a positive and dynamic example of unity in pharmacy" —and Parliament had been enormously impressed by the profession's determination. He was convinced the Government would have eventually imposed a ban on self-service had the Medicines Commission not changed its original advice.

The Minister for Health realised that pharmacists would keep fighting, Mr Bannerman continued. "He knows that what we are looking for is a health education campaign which will achieve more than our original modest demands on analgesics. We want a nationwide Government backed campaign sufficiently well financed to be credible, a campaign which will emphasise the importance of pharmaceutical advice and knowledge wherever medicines are sold or supplied." He would to make it clear to the Government that the profession should play a major role in any such campaign and he urged pharmacists to write again to MPs, Community Health Councils, Area Health Authorities, etc, as he had done last week.

It is understood that the Regulations will probably be laid in May, when MPs would be able to pray against them and call for a debate.

☐ Mr Roland Moyle, in a Commons written answer on Monday, said he had received representations supporting a ban on self-service sale of analgesics from 12 national organisations, 50 local organisations (mainly local branches of the national ones), two AHAs, and 35 CHCs. Seven CHCs and "a number of organisations" had written opposing such a ban.

Wholesalers attacked for undermining RPM

A warning that "disaster" could overtake general practice pharmacy if resale price maintenance collapses at wholesale level, was given by Mr D. L. Coleman, a member of the National Pharmaceutical Association Board of Management, last week.

Speaking to Croydon NPA Branch, he said that wholesalers offering "under-the-counter" discounts on "ethicals" were doing everyone a disservice. "The ultimate can only be reduced margins for us, for the wholesalers and for the manufacturer. RPM has ensured the survival of a service from wholesalers, it has ensured two, three or four times a day delivery of "ethicals", it has meant that patients do not have to wait long for their drugs, it has enabled us to keep stocks and our wastage within reasonable bounds. If we are to accept once a week drops, less 6 per cent, we shall also have to accept the disappearance of those thrice daily deliveries and we shall have to accept a cut in the 'basic' price for NHS forced on us"

Abolishing RPM might on the surface bring short term benefits; in the long term its effects could seriously undermine pharmacy and badly damage the standard of service available to patients. Mr Coleman believed, however, that there may still be time for manufacturers and distributors to insist that RPM—"which many of them fought hard to get"—should remain on medicines. [Mr Coleman's views on the need for the commercial element to remain in pharmacy—see p304.]

Dr Rogers again—but for the last time?

Dr Adrian Rogers has criticised the pharmacist and the Pharmaceutical Society yet again. This time, in last week's *Pulse,* he accuses the president and public relations officer of producing letters and comments "reminiscent of gunslingers in the Wild West".

Dr Rogers recently wrote to the *Sunday Times* and *Pulse* attacking the "Chemist's monopoly" and was rebuked by Mr J. Bannerman, president of the Society for his "remarkably ill-informed and offensive article".

In his latest attack Dr Rogers says that "chemists are not society's only drug experts" and asks: "Could *you* possibly be ill-informed Mr Bannerman? He also attacks Mr David Dalglish for his recent article in *Pulse* where "it appears that Mr Dalglish . . . would like more freedom to treat patients by selling them restricted drugs. I maintain this is positively dangerous from many points of view", he says.

The *Pulse* correspondence on the subject is now closed.

Fire often starts in rubbish

A warning to stack cardboard boxes and other inflammable rubbish well away from buildings and fences comes from the Chemists' Mutual Insurance Co Ltd.

In its report for the year ended September 30, 1976, published last week, CMI says that a large proportion of fire damage to buildings was caused by rubbish in the yard igniting and the fire spreading. Packing materials should be broken up, tied in tight bundles, stacked well away from buildings or fences and disposed of as soon as possible.

Insurance claims for theft continue to escalate—£48,619 in 1974, £96,674 in 1975 and £132,947 in 1976 and CMI points out that a Controlled Drugs cabinet does not give satisfactory protection to cash. Vandalism is increasing and an internal grille on the front door will save losses from theft and glass claims, says CMI.

Shortage of containers

The Department of Health has agreed that where, because of a shortage of containers, a pharmacist contractor is compelled to supply two bottles in filling an NHS prescription (for example, where, because of a lack of 500ml bottle, a 500ml mixture has to be supplied in, say, 1 × 200ml and 1 × 300 ml bottles) an additional container allowance may be claimed for the additional bottle supplied. In such cases the Form FC10 should be endorsed before it is submitted for pricing, indicating that an additional container had to be supplied.

MPs condemn picketing of pharmacies

Eleven MPs have tabled a motion condemning the recent picketing of pharmacies which reads: "That this House condemns the activities of members of the Brent East Constituency Labour Party in picketing the premises of various pharmacists in the area; and whilst not wishing involvement in the dispute, does not believe that preventing the public from having their prescriptions supplied is a proper weapon in the industrial dispute involving the firm of Grunwick Film Processing Laboratories, and calls on the honourable member for Brent East to tell his supporters to desist from such actions."

Mr Roy Grantham, general secretary, Association of Professional, Executive, Clerical and Computer Staff, the union involved in the dispute, confirmed on Tuesday that picketing of pharmacies had been abandoned for the time being. Instead action is being directed towards "large sources" (non-pharmaceutical) which for the same amount of effort produced "a better return".

He said that representatives from the Pharmaceutical Society persuaded the pickets to change the wording on their placards to make it clear it was the film processing services they were boycotting.

Try cheaper cosmetics consumers told

Consumers should try cheaper cosmetics or even make them for themselves according to the latest *Sunday Times Magazine*.

John Illman, writing in the first of the Home Truth series, says that research with unmarked lipsticks suggests that nearly a quarter of women cannot tell the difference between cheap and expensive ones. Tests have shown, he says, "that many women cannot even recognise the whiff of a perfume they use regularly if they sample an unmarked bottle."

Mr Illman suggests that a few friends should buy a lipstick each, cover the brand names before trying them and could find they prefer a cheaper brand.

Many patent slimming remedies available from the chemist. Mr Illman says, contain methylcellulose which "has yet to be proved valuable as a slimming aid"—a good healthy diet regime is the real answer to losing weight.

Also included on the same page are some simple recipes by Rosemary Atkins for cosmetics and hair treatments. The Home Truth series promises that in the coming weeks the reader "can learn to make major household savings on items —from aspirin and alcohol to vegetables and beauty products."

Bailiffs seize stock from Omagh pharmacy

Bailiffs have taken away the counter stock of the Corner Pharmacy, Omagh, Northern Ireland (see picture above).

The owner, Mr George McDermott, has been protesting to the Government by withholding payment of the rates and his stock was seized following a judgments enforcement order. His wife, Mrs Anna McDermott, told *C&D* that the dispute dates back to 1942 when her husband's milk business was closed down under the Emergency Powers Act, for which he is still seeking compensation. He has tried without success to get the matter brought before the courts.

The pharmacy is still dispensing prescriptions as the bailiffs left the drugs behind. "We will just carry on as far as we can," said Mrs McDermott.

"Representatives of both drug and cosmetic houses have been shocked and have been very helpful."

The Judgments Enforcement Authority, Belfast, was unable to comment.

Better labelling sought for lens solutions

Contact lens solutions should carry more information on how they are to be used, recommends a Department of Health working party.

The purpose of the preparation and specific type of lens for which it is intended should be stated on the label, together with warnings that the solution must not be re-used or diluted with fluids other than those specified, that the contents must be used within 28 days of opening the container, that the preparation should not be put directly into the eye and that contact lens wearers should not use any eye medicament unless under medical supervision.

The working party was set up to establish the scientific criteria by which contact lens fluids may be assessed when brought under control of the Medicines Act 1968 and its report is now being circulated to interested organisations. The Medicines (Specified Articles and Substances) Order 1976 prepared for the introduction of licensing to contact lens fluids.

The report draws attention to the lack of clinical evidence on the number of users of contact lens solutions who suffer eye infections. It recommends that the Department of Health should investigate ways of collecting this information, if necessary by financing research. The Department is also recommended to encourage research into possible interactions between lens materials and solutions. Although lens storage cases are not to be controlled under the Medicines Act, the working party is again concerned about their possible interactions with solutions, and advises the Department to investigate ways of bringing storage cases under statutory control.

Expenditure cuts mean health centre delays

Many new community health service and hospital projects, including health centres, will be delayed because of cuts in Government expenditure but schemes already under construction will continue, according to a White Paper published last week.

"The Government's Expenditure Plans, Volume 11" (Cmnd 6721-11, HM Stationery Office, £2·35) confirms that, as a result of measures announced in July and December 1976 and other changes since the last White Paper, the capital programme for these services has been reduced by £26m in 1977-78 and £21m in 1978-79. Gross expenditure on the pharmaceutical services in 1977-78 at 1976 is estimated at £547·3m (£520·7m net), which includes reductions in the allowance for promotion costs in determining the price of drugs and other economies in the drugs bill. Gross expenditure in 1975-76 was £491·8m (£461·1m net).

Equal pay claim leads to strike at Yardley

Women production workers at Yardley are holding an unofficial strike over disagreement on an industrial tribunal decision. The tribunal decided against three women who had claimed equal pay and in protest 400 women on the production line amended their working schedules. Eventually the line was closed down.

A spokesman for Yardley told *C&D* that the dispute involved only a small section of the factory and distribution was unlikely to be affected. Negotiations were in progress at the time *C&D* went to press, but a spokesman for the union involved, Transport and General Workers, confirmed that at that time the dispute was unofficial.

PSNC levy questioned

Essex Area Chemist Contractors Committe is concerned about the increased levy being sought by the Pharmaceutical Services Negotiating Committee.

Essex ACC's levy for the year ending March 31, 1978, has increased some 30 per cent over the previous year. The chairman, Mr M. E. James ,has written to all secretaries of Local Pharmaceutical Committees asking for their views on the subject "so that some sort of concerted action might be taken." Meanwhile PSNC has been asked for a 1977-78 budget.

Forty-five motions for Branch Representatives to consider

Pharmaceutical Society organisation and control will be the first concern of Branch Representatives when they meet on May 19. The 45 motions, published "in the form and order agreed following the meeting of representatives from the branches concerned", are headed by two dealing with the presentation of motions—and near the top of the list comes one that would make motions passed by a two-thirds majority binding on Council.

Eighth in the list is a call for further representations on a planned pharmaceutical service on the basis of open, intermediate and restricted areas (see also p308—Editor). A change in the "mile limit" rule is suggested so that all NHS prescriptions issued within one mile of a pharmacy should be on FP14 or FP10 so that they could be dispensed in a pharmacy. Another motion proposes that the Society should be responsible for negotiating the NHS dispensing contract—and that a referendum be held to "ascertain the wishes of the full membership." A membership group for those who own and manage one pharmacy only is suggested, "for the encouragement of these members' occupational aims and activities", while another motion expresses concern over young pharmacists' inability to secure finance for pharmacy purchase.

Two motions propose moves towards the maintenance of patient records by general practice pharmacists. A new paragraph in the Statement upon Matters of Professional Conduct would (if approved) read: "Any incentives in cash or kind to display publicly advertised remedies containing Part I poisons or other substances capable of producing drug interactions with prescribed medicines shall be refused by pharmacists."

Contraceptives advertising complaints upheld

A complaint against the slogan "a change is as good as a rest" on a Durex poster has been upheld by the Advertising Standards Authority as "entirely inappropriate".

According to ASA's report on cases resolved in November/December 1976, complaints were received that the poster was untruthful and indecent. It reflected a "cavalier" attitude to sexual matters which could be "catastrophic" on children reading it and "the remedy for sexual exhaustion cannot possibly be to change to a condom of a different colour".

However, the ASA did not uphold complaints that posters were unsuitable media for the promotion of contraceptives or that the description "Black Shadow" was degrading to the coloured community. One complainant queried whether the unqualified claim "simple and safe" could be made, but ASA was advised that the product was medically safe and the copy did not imply 100 per cent efficacy.

Sixty-two people complained about the poster and the advertiser has agreed to submit all future advertisements for prevetting by the Code of Advertising Practice Committee.

Two women called Joy objected to an advertisement for Horizon Stimula entitled "We've made a contraceptive sheath specially for Joy" on the grounds that they had been caused considerable embarrassment. A viewers and listeners association felt that the advertisement was "offensive and indecent" in quoting from part of the Kinsey report referring to a particularly sensitive and complex sexual problem.

Both complaints were upheld and the advertisement has been withdrawn. ASA thought women called Joy might well feel embarrassed, and that the reference to the Kinsey report in such an advertisement was inappropriate.

Four in five women suffer headaches, survey shows

Many more women than men suffer from headaches, and married women have more than unmarried, according to a survey just conducted by Gallup for Sterling Health Products.

Twice as many men as women go to bed when they get a headache and five times as many go to see the doctor. Most people, though, men and women, either do nothing about it (25 per cent), or take a family medicine to relieve the pain (40 per cent). Four women in five suffer from headaches, compared with two in three men. More than a quarter of headache sufferers have at least one a week, and about half at least one a month. Half the people with children have a headache at least once a month, against only 32 per cent with no children. One in three women claim worry to be the chief cause of their headaches.

One in four men admitted their headaches were simple hangovers, which is perhaps the reason why more men get them on Sunday than any other day.

Warning on increasing deaths from paracetamol

The number of deaths due to paracetamol are likely to increase unless some preventive methods are tried, warn a nurse and a psychiatrist writing in *Nursing Times*.

Deaths due to barbiturates have declined dramatically during the past few years, largely as a result of reduced prescribing. "It would be ironic if another, more easily available, drug were to supersede barbiturates," write Miss Breda Kingston, formerly research sister, Radcliffe Infirmary, and Dr K. Hawton, Oxford University.

Paracetamol was often taken impulsively by young people having difficulties in personal relationships, who did not intend to commit suicide. They suggest that some indication of the unpleasant effects of an overdose, including the delay before these effects occur, could be on the label.

Clinical pharmacologists 'would improve drug use'

Clinical pharmacologists would raise the standards of drug prescribing which at present is costly, inadequately supervised and often inappropriate. "Neither registered nurses, nor qualified pharmacists, are competent to initiate or regulate drug therapy. Clinical supervision is essential."

This view has been submitted to the Royal Commission on the NHS by the Committee of Professors of Clinical Pharmacology and Therapeutics, which proposes that a clinical pharmacologist should be on the consultant staff of every district general hospital to encourage more rational use of drugs. Such services should also be provided in the health service on a regional basis. One function would be to investigate drug-associated diseases.

Draft Directive on sales not from business premises

The European Communities Commission has put forward proposals to protect the consumer when making purchases away from business premises, as in doorstep selling.

A draft Directive provides that contracts for which oral negotiations have taken place away from business premises on the trader's initiative must be made in writing. The consumer would have the right to cancel the contract within at least seven days after signing the agreement. "Business premises" would include only the trader's permanent place of business so that premises rented for a short time only, such as show-rooms, would fall within the Directive's scope. Contracts in which the consumer only had to pay up to about £10 would also be excluded.

EEC rule on special foods

The EEC Council of Ministers has adopted a Directive on foodstuffs for nutritional uses.

The Directive provides for general controls on the marketing of foods that are—of a special composition or resulting from a special manufacturing process and clearly distinguishable from foods for normal consumption; suitable for a particular nutritional purpose; and marketed in a way which indicates their suitability for a particular nutritional use. Certain aspects also apply to foods for healthy infants and young children.

Labelling requirements will be laid down for such foods—to indicate as part of the description the particular nutritional characteristic of the food; to indicate exactly how this characteristic has been achieved; and to indicate energy, carbohydrate, protein and fat content.

Generous terms available
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The one with the safer formulation that kills fleas for 120 days not just 90

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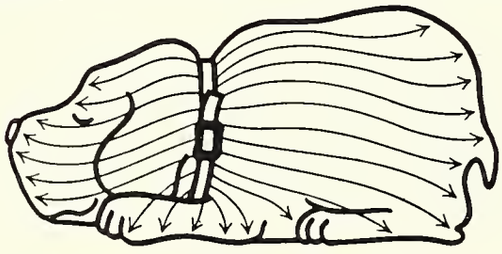

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No of collars	Total cost ex. VAT	Tick here
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12	£9.98 *	
24	£19.96 *	

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Please invoice goods through my wholesaler _____

***Orders received by March 31st will qualify for the additional 15% introductory offer discount.**
Recommended R.S.P. £1.35 (Inc. VAT) **Profit per collar 41.8p**

News in brief

☐ A new whooping cough vaccine, which would be "based on the immunity producing parts of the organism rather than the organism as a whole", is being investigated at Porton Down. Mr David Ennals, Secretary for Social Services, said in a Commons written answer last week that it was hoped the new vaccine would carry a reduced risk of side effects and give a higher degree of protection than the current vaccine. It was not possible to forecast when the research and development phase would be completed.

☐ Professor A. Goldberg, department of materia medica, Glasgow University, has received a £3,000 grant for pharmaceutical studies from Roussel Laboratories Ltd.

☐ The index of retail prices for all items for January 18, 1977, was 172·4 (January 15, 1974 = 100), representing an increase of 2·6 per cent on December 1976 (168·0) and 16·6 per cent on January 1976 (147·9).

☐ The VAT (General) (Amendment) Regulations 1977 (SI 1977, no 205, HM Stationery Office, £0·10) require that VAT payments shown on a return be made not later than the date by which the return is due.

☐ Sillett & Wright Group Ltd, Bury St Edmunds, Suffolk, have gained the Distributive Industry Training Board's training award. The group is a subsidiary of Arthur Guinness Son & Co Ltd and retails animal health products and equipment to the farming community.

☐ The first Eurochem chemical and process engineering exhibition will be held at the National Exhibition Centre, Birmingham, from June 20 to 24. A conference on the theme "Chemical engineering in a hostile world" will be held concurrently with the exhibition.

☐ Papers relating to scientific advances in toiletries and cosmetics are being sought for the 10th congress of the International Federation of Societies of Cosmetic Chemists, to be held in Sydney, Australia, October 24-28, 1978. Applications to scientific programme director, IFSCC Congress, GPO Box 2609, Sydney, Australia 2001.

☐ "Topical steroids in perspective" is a film of a discussion between three dermatologists, reviewing the current use of topical steroids. The 16mm colour film with sound commentary runs about 20 minutes. Requests from Pharmaceutical Society branches for free loan should be addressed to the sales promotion manager, Glaxo Laboratories Ltd, Greenford, Middlesex UB6 0HE.

☐ 56,000 cases of pretzels manufactured and distributed in the United States by Pepperidge Farm Inc, Norwalk, Connecticut have been recalled because the packages may contain sodium hydroxide crystals. A solution of sodium hydroxide is used to give the pretzels their glazed look and normally is absorbed and converted to sodium carbonate when baked. Apparently inadequate mixing resulted in undissolved sodium hydroxide crystals appearing in the package.

Topical reflections

BY XRAYSER

Steroids

Your editorial comment on the topical use of steroids makes it clear that, useful as the preparations are, they are not entirely without hazard. One of the manufacturers has expressed concern that there is a mistaken belief in some medical circles that fluorinated topical steroids are less safe than non-fluorinated ones. A meeting for the medical Press was informed that the belief had arisen because the fluorinated compounds were more potent, but it was asserted that the non-fluorinated compounds could be just as dangerous if used indiscriminately. In general, it was stated, the stronger the steroid, the more likely it was to produce unwanted effects if misused by prescriber or patient.

That many skin conditions appear to respond only spasmodically to such preparations is evident from the long-term treatment, under which the symptoms seem to be alleviated but not cured. Yet so persistent has been the marketing of information and so profuse the variety of preparations, that the general practitioner might reasonably be excused for having forgotten the existence of the simple ointments of the age before the steroids first took the stage. What must have struck both doctors and pharmacists is that, despite the proliferation of creams, ointments and lotions, we appear to have more skin disorders than ever before—and they do not seem to do any more than respond temporarily to the steroids.

It is not unusual to find quantities of so much as 500g being regularly prescribed and as regularly repeated. Yet, if the sufferer is afforded even relief from an intolerable itch, the patient must feel grateful. It must be at least two hundred years since one such decided to end it all, leaving a pathetic note which said, simply, "tired scratching".

It was said at the "teach-in" that doctors frequently had difficulty in diagnosing which diseases were steroid responsive. That may be a very good reason for trying something else first.

Official opening

The official opening by the Queen Mother of the new headquarters of the Pharmaceutical Society was a memorable event. The occasion may be taken to have marked the end of a very long story, for I can scarcely remember the Society when it was without the pressing problem of finding new accommodation. I recall more than one president engaging in what, I imagine, would be described in another country as "whistle-stop tours". There must be mixed feelings. There was quiet dignity about Bloomsbury Square which suited the ancient profession of pharmacy. It is to be hoped that some of that dignity will have crossed the Thames. Pharmacy itself will be responsible for maintaining the reputation of its founders.

Planned distribution

The Scottish Department's evidence on the general practice of pharmacy in Scotland is of great interest, and it illustrates that much discussion and thought have gone into a matter of vital importance to the profession. One of the clauses reads, simply: "The supply of medicines should be confined as far as possible to pharmacies." From all accounts, that is how it has been in Scotland since long before the coming of some kind of State service, and the statement reasonably recognises that there may be remote areas in which arrangements other than the normal may be found necessary. Another clause states that communication and co-operation between pharmacists and other members of the health care professions should be improved. That is a commendable attitude, which has not been obvious in recent exchanges further South.

Letters

Employee pharmacists

The report of Mr Worby's interesting address to the Anglia Branch of the Joint Boots Pharmacists' Associations (last week, p265) calls for comment, in the first place on certain matters of fact. He intimates that a pharmacist employed by a company may not be required to appear before a Service Committee. He knows only too well that the FPC is required to write personally to any pharmacist involved in matters referred to a Service Committee inviting them to be a party to the proceedings, if they so wish. In the event of the pharmacist not wishing to be a direct party to the proceedings it is usual for the pharmacy superintendent of the company to ask if he would attend as a witness in case he could help the inquiry.

The point must however be made quite clearly—every pharmacist, proprietor or employee, has his or her personal professional position very carefully guarded under NHS regulations. Those familiar with the negotiations which resulted in the pharmacist's personal professional responsibility being established in this way will know that most of the ideas which Mr Worby is now putting forward, especialy that of a manager holding the contract, were those discussed 30 years ago when the regulations were being drafted. They are sensible regulations made to establish the pharmacist's professional freedom whilst accepting that others may provide the capital for the business.

The most intriguing part of the talk is to me the suggestion that employees might have the same access to PSNC as their proprietor colleagues if they entered into contract with the FPC, although for all practical purposes their job would remain the same. The NHS accepts that the employee has the same professional status as the proprietor. The NHS accepts the position of the employee on the LPC, but the PSNC does not accept the position of an employee on the PSNC. If Mr Worby and his other colleagues on the PSNC really thought there was a place on PSNC for employees the time was never more opportune than now and it should not be necessary to introduce such conditions for acceptance.

Finally, whatever happened to Directive V? Mr Worby's thinking seems to be in line with that in EEC Draft Directive V before we joined the Common Market. Directive V is of course now dead and I await with interest any EEC Directive that may replace it.

W. H. Howarth
Nottingham

Steroid misuse

May I be permitted to comment on your report of the Glaxo "teach in" on topical steroids (last week, p248).

Fluorination of a glucosteroid molecule has, in the past, been equated with potency and, indeed, you state that fluorinated compounds are more potent. It has been proved, however, that this is not always so, and there have been several publications of clinical trials demonstrating that hydrocortisone 17-butyrate is equipotent to betamethasone valerate and fluocinolone acetonide.

The report continues "However, systemic effects such as adrenal suppression were only theoretical hazards so long as patients used the products in the correct way". A report in *British Medical Journal* (May 24, 1975, p419) by Staughton & August quoted three patients who demonstrated clinical systemic effects following application of 100g-300g per week of clobetasol propionate and in a subsequent paper in the *British Medical Journal* (October 25, 1975, p203) by Carruthers, August & Staughton, the authors recommend that no patient apply this preparation in excess of 50g per week.

The treatment of steroid-induced rosacea is the withholding of the aggravating topical steroid and the prescribing of oxytetracyline. Unfortunately, on withdrawal of the steroid, many patients develop rebound pustulation and re-apply the steroid to control this withdrawal effect. The rebound pustulation can be obviated during this weaning period by the application of hydrocortisone 17-butyrate whilst still maintaining oxytetracycline therapy.

May I finally endorse the comment that it is, in the majority of patients, the misuse of the steroid that creates unwanted side effects.

Ivor I. Dainow
Head of medical department
Brocades (Great Britain) Ltd

Commercial criticised

For the past couple of weeks an advertisement for Build-up has appeared on my television screen with the legend "available from Boots and other chemists". Similar wording was used a year or so ago to advertise Slender, a product of the same stable.

When the Society's officials have recovered from the state of delirium caused by the Queen Mother's opening of the new headquarters, perhaps they can find time to demand that the offending commercial be modified or dropped immediately.

Raymond Hutchinson
Harrow Weald, Middlesex

Harry Steinman banquet

I am writing on behalf of the Manchester, Salford and District Branch of the Pharmaceutical Society to draw attention to the fact that this year marks the retirement from pharmaceutical public life of Harry Steinman, OBE, FPS, surely one of the most distinguished pharmacists of this era. Coincidentally, it will also mark the 50th anniversary of his registration as a pharmacist.

His distinctions and achievements over those 50 years will be the subject of a special article to be published later, but in the meantime, the Manchester, Salford and District Branch has unanimously decided to open a subscription list for the purpose of making a suitable presentation to Mr Steinman.

The presentation will be made by the president of the Pharmaceutical Society at a banquet to be held in the Peacock Room at the Piccadilly Hotel, Manchester on Saturday, June 18, 1977. Further details of this function will be circulated in due course.

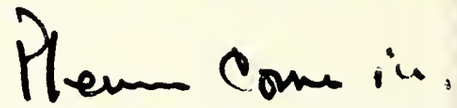
It is hoped that in addition to the distinguished guests invited to be present, pharmacists from all over Great Britain will gather to pay tribute to one of the finest records of service to pharmacy, in all its aspects, ever achieved.

Jack Tomlinson,
273 Derbyshire Lane West,
Stretford, Manchester

Order — or invitation?

I was amused to see the form FP10 you published recently (*C&D*, February 5, p152) on which the prescriber had also ordered a pathologist's report.

The enclosed form was presented at one of our branches last year and we have kept it ever since as there seemed



little point in sending it to the Pricing Bureau. Collected by a relation of the patient who duly completed the declaration on the back, it does in fact say "Please come in". The doctor wanted the patient to see him at his surgery!

Anthony Broome
Matlock, Derbys

APTS seeks a changed climate on shop thefts

The Association for Prevention of Theft in Shops is seeking help from educationalists, the social services and trades unions—in particular USDAW—to change the climate of opinion on theft in shops.

Baroness Phillips, JP, the newly-appointed director of the association, commented at a Press conference last week that one of her first priorities would be to educate the public that theft by either customers or staff was wrong on moral and economic grounds and to stress that "shoplifting" and "shrinkage" were just euphemisms for "stealing".

Benefit for small retailers

The association, funded by large retailers including Boots Co Ltd and Booker McConnell Ltd, was formed to encourage the retail trade to examine ways in which thefts from shops could be reduced. Contributions were not being sought specifically from smaller retailers—although they were welcome to join—but it was hoped they would benefit from information received via the Retail Consortium and National Chamber of Trade.

The association also hopes to promote early warning systems of theft prevention which have so far been "remarkably successful". Such schemes operate through linked telephone messages to store managers and police when a suspect is seen in any of the co-operating stores (see also security feature, *C&D*, February 5, p143). Further details are available from APTS, 19 Buckingham Gate, London SW1 6LB.

Question:

Why is the outlook less grey?

Trade News

Plans to introduce Debrisan

Debrisan is a new wound cleansing agent whieh Pharmaeia (Great Britain) Ltd, Paramount House, 75 Uxbridge Road, London W5 5SS, hope to introduee in the near future. It consists of spherieal beads of dextranomer which absorb surfaee wound exudates and prevent erust formation. Debrisan swells until it is saturated, when 1g holds 4ml of water. The eompany will be obliged by licenee requirements to promote the product initially to burns and skin uleer clinics only.

Bic razor distribution

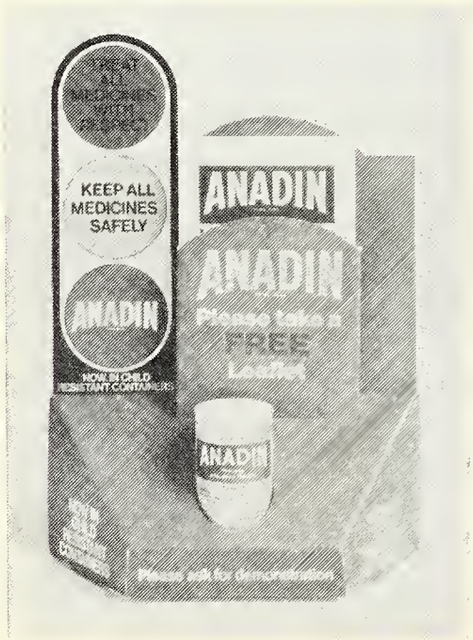
The first burst of television advertising for Biro Bic razors, Whitby Avenue, Park Royal, London NW10 7SG, runs until March 23. Consumer demand will be further stimulated by Bic personality girls in high streets all over the country and Bie will be continuing their suceessful poster advertising at televised football matches. The razors are now being distributed by Alberto-Culver Co, 44 Newington Causeway, London SE1 5DX. The marketing support will be backed with introduetory bonuses, promotions and display units.

Brobat Bloo on television

The current television advertisement for Brobat Bloo from Jeyes UK Ltd, Brunel Way, Thetford, Norfolk, will be seen until April 10. It features the animated talking "loo" with voiee over by Kenneth Williams and endorses the produet as "the simplest lavatory eleaner yet".

Home safety leaflets with Anadin

New display material for Anadin, from International Chemical Co Ltd, Chenies Street, London WC1E 7ET, earries home safety leaflets stressing the need to keep medieines out of the reaeh of ehildren. The 4, 8 and 24 tablet sizes are paeked in opaque paper foil and the 50 and 100 sizes have Poplok elosures. The leaflet warns that the ehild-resistant paeks "should not lull you into a sense of false seeurity."



Cossack footballers

Two offers aimed at sports enthusiasts are available to purehasers of Cossaek men's hairspray or Cossack perspiration control from Reckitt Products, Reek tt House, Stoneferry Road, Hull HU8 8DD. A sports hold all, list priee £5·50, is available for £3·15, and a year's subseription to *Football* monthly magazine is offered at £3·50 instead of £5. Order forms for the offers are printed on the back of Cossaek labels, both offers are open until Deeember 31, 1977.

Dr White's win with Wogan

Consumer promotions on Dr White's towels are running under the slogan "Win with Wogan" Lilia-White Ltd, Alum Roek Road, Birmingham B8 3DZ, have five eompetitions running eonseeutively. The eurrent one elosing on April 30 offers five first prizes of eolour television sets, 20 seeond prizes of "Wake up with Wogan" digital alarm radio's and 100 third prizes of "All time winners" LP reeords. Aeross the five eompetitions there are over £18,000 worth of prizes to be won, the second opens on May 2 and offers two first prizes of Sprite earavans. Dr White's paeks of size 1 and 2 in 10s and 20s will be flashed "Win with Wogan".

Natural colours from France

A new range of natural eolours for use in the food, pharmaeeutieal and cosmetic industries, and whieh eonforms to EEC regulations, is now being marketed by the Jaeobson chemical division, R.S. Stokvis & Sons Ltd, Pool Road, East Molesey, Surrey. The range is produced in Franee by Phytoeolor.

Poppy's from Arden

The Poppy colleetion whieh will be available for sale from Elizabeth Arden Ltd, 20 New Bond Street, London W1A 2AE, from April 1, ineludes four colours in naturally moist lipcolours (£0·95)—wild poppy, woodland poppy, springflower and eornsilk—four salon formula nail laequers (£0·80)—indian poppy, woodland poppy, springflower and eornsilk—and two pearl-spun eyeglazes (£1·95) in blue erystal and diamond jade.

Scholl promotion

Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH, are running two advertising eampaigns from April to August. The first is aimed at the 20 to 45 year old market through leading women's magazines; it ineorporates five full eolour advertisements illustrating the versatility and fashion appeal of Scholl sandals. A separate eampaign aimed at 14 to 18 year olds will run in teenage magazines and majors on the benefieial aspeets of Scholl sandals on feet and legs. Display material eonsisting of a five sandal window unit, coloured showeards, window stiekers and posters will reflect the advertising. Also available is a new in-store self-seleetion unit and a small metal window/eounter unit whieh holds eight styles.

New paekaging for Scholl footwear will

be introdueed later this year. It will no longer feature individual sandals, says the eompany, but will illustrate instead "a lifestyle of leisure and pleasure with whieh the consumer identifies the sandals".

Filmstrips on micro-organisms

The latest 35mm filmstrips from Camera Talks Ltd, 31 North Row, Park Lane, London W1R 2EN, are entitled "Dispersal of miero-organisms" and "Safe handling of miero-organisms". Slidesets with cassette tapes are also available.

Lady Remington improved

The Lady Remington shaver from Sperry Remington Consumer Produets, Apex Tower, Malden Road, New Malden, Surrey, has been improved, say the eompany, by the addition of sliding buttons whieh ean be used to raise or lower the position of the comfort bars aeeording to the length of the hairs. This is said to give an even smoother performance and faeiltate the cutting of longer hairs.

French Almond for Mother's Day

House of Roberts Windsor Ltd, Grange Industrial Estate, Llanfrechfa Way, Cwmbran, Gwent, are offering two display outers for Freneh Almond gift sets with a parcel of six soap and bubble bath, six soap and spray Cologne, six hand cream, bubble bath and puffer talc and six spray Cologne, soap and hand ereams. Three of the spray Colognes, soap and hand ereams are offered free as a retailer bonus. The cost per pareel is £13·14.

Johnson's powder advertised

The first of three bursts of 16 weeks of national television advertising (exeluding Eire) for baby powder from Johnson & Johnson Ltd, Slough, Berks, SL1 4EA, is now in progress. The eampaign whieh is worth £170,000, trebles 1976 expenditure. There are two eommercials designed to promote not only baby powder but also the range of baby toiletries for adult use.

Us is on display

Johnson Wax Ltd, Frimley Green, Camberley, Surrey, are planning to spend around £360,000 on television advertising for Us deodorants, the first burst beginning in late April. A new range of point-of-sale material is now available "to add zest to spring displays".

Pre-prieed packs of Us shampoo flashed "29p" is due to be on-shelf from March 7, prior to the four-week burst of television advertising beginning on Mareh 21.

Continued on p291

Answer:

Grecian 2000 and Lady Grecian 2000 together completely dominate the hair colour restorative market. They outsell their nearest rival by more than 2 to 1.

And now, Grecian are spending even more to support you throughout the year with continuous advertising in the Press and on T.V.

Are you stocking enough?

Play your part in putting Britain back on its feet.

In Britain today more people take time off work with backache than with any other ailment.

Yet relief can be quick and simple with Doan's Backache Pills.

For fifty years this tried and tested formula has spelt quick and sustained relief from the miseries of backache, lumbago, fibrositis and muscular rheumatism.

And now a limited number of special packs are being offered at a considerable saving.

So help get the nation back to work with Doan's Backache Pills.

DOAN'S

A Fulford Williams product

Rexnell Ltd. have now been appointed as selling agents.

For further details, write to or phone Peter Rule, Group Sales Manager, Rexnell Ltd., 32 Powerscroft Rd., Footscray, Sidcup, Kent (01-300 3377)

Good prices paid for drug jars

Continental pottery was auctioned at Christie's, St James's, London, on February 14, but from the collector's point of view it was a disappointing sale as many of the drug jars were damaged or in poor condition. Even so they all fetched good prices.

For example lot 182, a large Savona jar *Aq. Borag.* made £220, although neck and foot were reduced (height 15½in). Lot 183 a Savona syrup jar *Syr. di Succo Fum* (itory) (8½in) £390 and lot 184 *Sir. di Limoni* (8in) £220. Both these Savona jars were chipped and the latter cracked (see illustration for lots 183 and 184). Lot 186, a large Savona jar (10¾in) *Syr.e Flor. Persic.* (syrup of peach flowers) made only £90 as cracked; lot 185, a confection jar, (7in) £200 (chipped).

Decoration

All the Savona jars were decorated in blue and white with scrolling foliage. A Castelli waisted albarello painted in colours, slightly damaged but dated 1795, reached £260. These are high prices not forgetting the 10 per cent premium which is additional.

The advertising plate for Jewsbury & Brown's Oriental toothpaste decorated with flowers was sold last year at Phillips for £42 (see illustration). It was acquired by Colonel B. Z. Swanson of the USAF Regional Hospital at Fort Worth, Texas, and has gone to the USA to join his collection of 500 English lids.

Jewsbury and Whitlow, two young druggists of Market Street, Manchester, opened their pharmacy in 1826. They branched out later into the then new sphere of the manufacture of aerated beverages and became perhaps better known for their mineral waters than for their Oriental toothpaste. When their retail pharmacy closed in 1896 the Pharmaceutical Society's journal for December 5 illustrated both the exterior and interior. Henry Richard Smith Jewsbury was the brother of the two novelists Maria Jane Jewsbury and Geraldine Jewsbury; Wordsworth was a great friend of Maria Jane and expressed his admiration for her writings in both prose and verse. The other sister, Geraldine, who was a friend of both Shelley and Thomas Carlyle wrote several novels.

In 1845 Jewsbury took William Scott Brown into partnership. W. S. Brown was elected to the Council of the Pharmaceutical Society in 1870 and was made vice-president in 1872. In the early days of this noted pharmacy the assistants wore the somewhat old-fashioned white aprons! A photograph of the interior shows the quaint solid brass dispensing screen.

The firm of Jewsbury & Brown was converted to a limited company in 1923 and the business now belongs to Cantrell & Cochrane, Ltd.

"To thirsty souls the name be ever dear of Jewsbury's celebrated ginger beer and let the meed of cool-tongued praise be paid Whitlow's effervescing lemonade"—Gregson's *Gimcrackiana.*

Scientific instruments were sold at Phillips auction rooms on February 22. This sale included 35 microscopes by various makers, fetching from £32 to £400. But lot 105, a Watson "Van Heurck Grand Model" including an extensive collection of eyepieces, objectives and accessories, went for £1,200. There were three 18th century examples, the most interesting being a screw-barrel microscope with ivory slides and various lenses; the tube is supported by a pillar which screws into the cover of the shagreen case. This lot sold for £500. Phillips charge no premium to buyers.

An important English drug jar comes up on March 8 at Sotheby's sale of English pottery and porcelain. The design is that of the angel-with-outspread-wings and the jar which is inscribed C.RVTAE (Confection of rue) has the initials of the apothecary "R.I." for which it was made and the date 1679 (7in). This is expected to change hands at a good price—possibly several hundred pounds. "R.I." could signify Richard Isaac, a London apothecary of that period (see illustration).

Top, lots 183 and 184 (Christie's). Above Jewsbury & Brown's advertising plate (courtesy Colonel B. Z. Swanson). Right, English jar for sale March 8 (Sotheby's)

Commercialism in pharmacy

Concluded from p304

sive and wasteful; if local authorities seem to be shedding crocodile tears over pharmacy closures we should challenge them to ensure that they are not duplicating services provided by the pharmacy—and through that unfair competition leading to its non-viability.

If we are to make Government accept its responsibilities then our collective voice must be heard. We must get behind the NPA, the PSNC and the PSGB—not only privately but publicly. Let our customers know where our profession stands, do not let us hide our light under a mortar. What we need now is what amounts to a crusade on behalf of community pharmacies by pharmacists. We have gone through a period of being a self-effacing, inward looking, even inward-fighting profession. Now it is time for us to come out and say what we believe, for us to stop being ashamed of and worrying about our dichotomous role, part commercial, part professional, instead we should be proud of the fact that our dichotomous role enables us to be a professional person at the very point where the public needs us. Community pharmacy has and will have in the future a vital role to play in the nation's health. It is for the pharmaceutical profession itself to ensure that continuing role by its own belief in its future.

If she needs a prescribable item that is available from Seton, she may come to you!

Many of the Seton surgical appliances and dressings are now being prescribed by General Practitioners. They can make life a whole lot better for people suffering from a variety of common illnesses and injuries.

These products include:— Tubigrip Radial Pressure Bandages; Tubipad Bandages and Tubipad Sacral Bandages for prevention of pressure sores; Zinc Paste Range of Medicated Bandages; Lestreflex Elastic Diachylon Bandages; Varico Leg Bandages & Blue Line Webbing; Urine Drainage Bags; Male Incontinence Sheaths; Setonplast waterproof strapping.

All these products are available through your usual supplier. If you have difficulty in obtaining your requirements contact Bateman-Jackson who will be able to help.

Seton Coloset and Supasac ostomy bags are supplied by Salt & Son Ltd., Birmingham.

Trade price list, catalogue, and further information will be supplied on request.

Tubiton House, Medlock Street, Oldham OL1 3HS, England.
Tel: 061-652 2222 (5 lines).
Telegrams "TUBITON" Oldham.

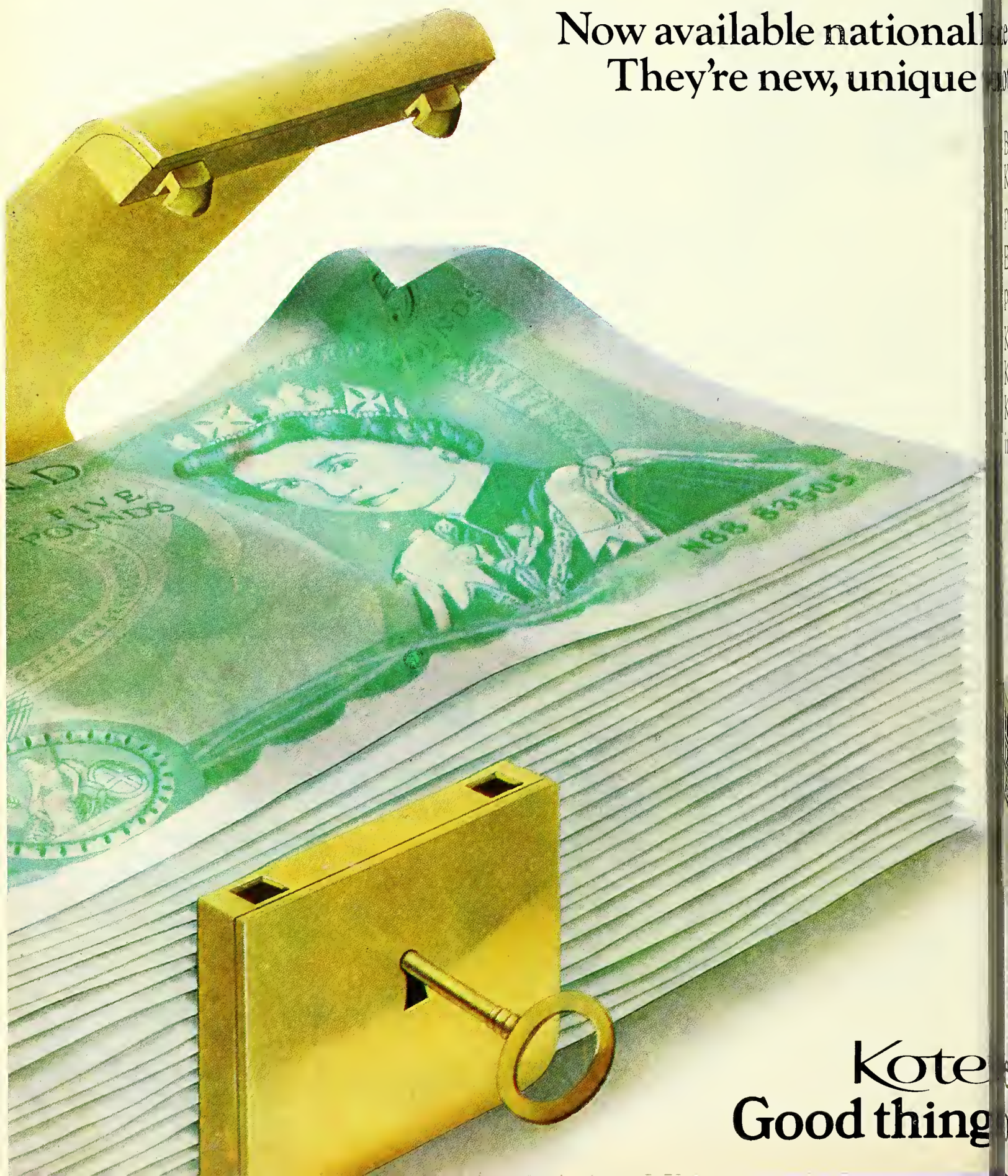
25 years of dedicated service to health care throughout the world
Seton
1952-1977

BATEMAN-JACKSON

A member of the Seton Group
Distributors of Seton Specialised Surgical Dressings and Appliances.

Why lock up you
Kotex new small case size

Now available nationall
They're new, unique



Kote
Good thing

noney in stock?
keep your money working.

e Kotex range in small case sizes of 12!
otex products and improve cash flow!

Better cash flow, faster stock turn mean you can now stock the entire Kotex range including Kotex Sylphs–the neatest, fully absorbent press-on towel.

Easier handling, faster shelf filling, less stock holding–only with Kotex products in small case sizes.

Kotex–the fastest growing range in the Sanpro market.
Kotex–backed by £600,000 advertising in women's magazines in 1977.
Kotex–the only range of Sanpro
in small case sizes.

eminine Towels–
ome in small cases.

*Trademarks Kimberly-Clark Corp. Made in England by Kimberly-Clark ★ ...imited.

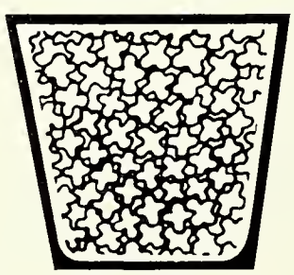
Milupa introduce Milumil. A new generation of baby milks.

First came Milupa Infant Foods, the fast movers. Now Milupa introduce Milumil, the first granulated baby milk food.

Milumil is granulated

Milumil granulation is a real advantage for mothers. Measuring and mixing are made much easier.

Milk powders may become compressed in the scoop leading to overfeeding.



Milumil granules are easier to measure and less likely to become compressed.

Milumil is satisfying.

Milumil has been carefully modified to meet UK medical recommendations.

Levels of protein and minerals have been reduced. Fat content approximates to that of breast milk. Carbohydrate content has been made satisfying throughout the milk feeding stage.

Milumil is available nationally.

Milumil prices and margins are competetive. An attractive introductory offer is available nationally through normal wholesalers.

A full promotional programme supports the launch.

Don't wait and see. Order now and ensure Mothers know you stock Milumil and the Milupa range, the new generation of baby foods.

Samples and full information from Milupa Limited, Milupa House, High Road, Cowley Peachey, Middlesex UB8 2JA. Tel: West Drayton 48286.

New Product

milupa

A new generation of baby foods

Milupa and Milumil are Trade Marks.

Trade News

Continued from p284

Uvistat 1977 campaign

Consumer advertising for Uvistat sun preparations from WB Pharmaceuticals Ltd, PO Box 23, Bracknell, Berks, starts in twelve leading women's magazines in April and continues until late summer. The advertisements, says the company, will reinforce Uvistat's position and will stress its moisturising properties. There will be two "mystery shopper" trade campaigns in May and July; on-the-spot cash prizes will be given to pharmacists and assistants who qualify, as well as consolation prizes of a paper board clip. A new combined showcard and leaflet dispenser is also being made available to chemists. It incorporates a six-page leaflet entitled "The Uvistat sun tan guide", giving "medically-authoritative" information about skin and beauty care and ways of avoiding sunburn. Bonus terms available are 13 as 12 for minimum orders of 4 dozen, and 14 as 12 for 10 dozen, from March 7 to April 7. The 1977 promotional campaign is 50 per cent bigger than last year, says the company.

Sunsilk hairspray re-launched

Sunsilk hairspray and setting lotion have been re-launched by Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY. To celebrate the event the company has commissioned an ivory-coloured Triumph TR7 which is to be won in a simple draw by one Sunsilk stockist, tickets will be distributed by the sales force and the closing date is August 31. The colour of the car reflects the new packaging which also features the Sunsilk girl—but, says the company, a Sunsilk girl who has grown up. She no longer has the soft innocent look that went with the long, flowing blonde hair popular in the 60s and early 70s.

Elida Gibbs are planning to spend £800,000 on the promotion of the two ranges and three television commercials will be shown from the end of March onwards. A range of display material has been created for the re-launch, including free-standing display units, a midi-bin with headboard, a counter composite unit, wall cards and shelf barkers.

The company has also launched a £15,000 campaign on Radio Luxembourg for the Cream Silk conditioner range. It features a competition offering an Olympic Airways holiday for two in Greece, plus a hair-do at the Elida salon, and requires competitors to name the artists on three record tracks. Additionally they must complete the phrase, "Why I would be noticed using Cream Silk conditioner . . . "

Monsieur Worth goes racing

Worth Perfumes Ltd, Magnolia House, 160 Thames Road, London W4 3RG, are sponsoring a motor racing team this year to promote their Monsieur Worth range. The car chosen to compete in sixteen championship races is the Alfa Romeo Alfetta GTV 2000, appropriately decorated in the Monsieur Worth colours. A caravan will accompany the car to all race meetings where the products will be on display and a selection of T-shirts on sale. Promotional displays featuring the car will be available to stockists and advertising material will also major on the brand's involvement with racing. Special offers of sports Cologne, after-shave and deodorant atomisers are available to link with the promotion. The car will be seen first at the "Race of Champions" meeting at Brands Hatch on March 20.

Jeyes Fluid for vegetables

The £30,000 spring advertising campaign from Jeyes UK Ltd, Brunel Way, Thetford, Norfolk, will be projecting the multiple garden uses of Jeyes Fluid which, it is claimed, will increase vegetable yields by an average of 30 per cent. Full-page colour advertisements will appear in *Popular Gardening, Amateur Gardening* and *Greenhouse,* as well as major general interest publications such as *Reader's Digest.* Five years research by Jeyes research and development staff and a university department have revealed that Jeyes Fluid is selective in its action—whilst it destroys harmful bacteria in the soil, it also encourages the development of beneficial bacteria.

Valderma promotions

A Valderma competition in the March and April issues of *Film Review,* organised by Reckitt & Colman Products Ltd, Pharmaceutical division, Dansom Lane, Hull HU8 7DS, offers a Ford Fiesta as first prize. The competition will be supported by a poster campaign and a colour cinema commercial which will receive 51,000 screenings during the promotional period. At the same time Valderma medicated soap will be sampled to readers of the March issue of *Look Now.*

Natural Balance promotion

Clairol's Natural Balance conditioners from Bristol Myers Co Ltd, Stamford House, Station Road, Langley, Bucks, will be advertised on television from April, the theme of the commercial echoing the concept of the product—"work the way nature does". The commercial was on test in the Granada, Tyne Tees, Yorkshire and Midlands areas last year. A new merchandising unit will also be available with a headboard which echoes the theme of the advertising.

Readers of the March 5 issue of *Woman's Own* will be invited to write in for a sachet of the recently introduced variant for normal hair (*C&D,* January 22, p78) which will also be sampled in the March 26 issue of *OK.*

Chemist only tablets

S.R. Potters calcium hydroxide with vitamin tablets for arthritis and rheumatism are now available only through pharmacies. Supplies may be obtained through normal wholesalers or direct from the manufacturers J. Waterhouse & Co, Church Street, Ashton-under-Lyne, Lancs.

Talpen change of shape

Talpen tablets are now being made smaller and more rounded in shape. Beecham Research Laboratories, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD, say that in all other respects the tablet is identical to its predecessor and existing stocks will be exhausted before the new tablet is supplied. The 30 tablet pack size is to be discontinued when stocks are exhausted.

Elastoplast televised

An Elastoplast television campaign from Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts, will commence on March 21 and run for four weeks. The second four-week burst is scheduled to begin on May 30, and the third on July 18.

A competition, run by the company, and offering the winner the opportunity of going to San Francisco to meet "the most famous dolphin in the world—Flipper", opens on March 7.

Hot water bottle discount

William Freeman & Co Ltd, Subaseal Works, Staincross, Barnsley, say hot water bottles ordered now will be delivered during the summer at today's price and there is a five per cent discount on all orders received before June 30.

Dylon advertising

Dylon products will be advertised in the *TV Times, Woman's Weekly, Woman & Home, Family Circle, Living, Good Housekeeping* and *Womancraft,* and will be backed by point of sale material and giveaway leaflets.

Continued on p292

Trade News

Continued from p291

Unichem display competition

Unichem are staging a Kemval window display competition, linked with a promotion of the Kemval range, on offer until the end of March. A broadsheet/competition entry form is now being circulated to all Unichem customers. Also available is a display card. Entrants have to display at least three Kemval products for a minimum period of three weeks between now and March 31. Displays have to be photographed and a photograph submitted together with the entry form to Unichem Ltd, Crown House, Morden, Surrey, before April 15. The winner of the competition will be announced in May, and will be presented with a £250 holiday voucher, the runner-up will receive a holiday voucher worth £100. The third prize will be the latest model vacuum cleaner, and fourth prize, a digital alarm clock. In addition, 10 consolation prizes of £10 vouchers will be awarded.

Unichem are also offering retailers over 30 "bargain buys" during the period March 9-29. These are: Airwick solid green, Airwick kitchen fresh, Airwick toilet fresh, Aquasil, Aspro Clear, Allurell, Brut 33 roll-on, Cossack hairspray, Cossack perspiration control aerosol, Cream Silk, Cussons Imperial Leather soap, Elastoplast stretch fabric strips and Elastoplast washable, Ever Ready batteries, Fastidia 10's, Flytox vapour grill, aerosol, Creepy Crawly and Repel tissues, Gillette GII cartridges, Johnson's baby cream, soap and oil, Kleenex soft white 150's, Kleenex Bright & Beautiful 150's, Libresse, Nivea Creme, Palmolive rapid shave, shave cream lather and brushless, Phyllosan, Pro-plus, Radox showerfresh, Supersoft hairspray, Vaseline petroleum jelly, Wella Body 'n' Bounce, Wella Hairset, and Yeastvite.

The Popette (£7·75 trade) from Volumatic Ltd, Taurus House, Kingfield Road, Coventry CV6 5AS, comprises two transparent parts sealed by pressure sensitive tape. Two tapes are supplied, one with the "buy now and save" slogan in red on white and the other in plain white on which the retailer can write his own slogan. The unit measures 12in high, 17in wide and 11in deep

Cyclospasmol 200mg withdrawal

On April 4 Brocades (Great Britain) Ltd, are to withdraw Cyclospasmol 200mg tablets to rationalise the range. The company states that research has indicated that therapeutic response is dosage dependent and optimum results are achieved with the recommended dosage of 400mg four times daily. Half-strength dosage can still be achieved by use of the suspension. The change should also resolve the confusion created by Cyclospasmol prescriptions where no strength is indicated. The company says that confusion, which has led to comment in the pharmaceutical Press, has been a major consideration in their decision to withdraw the 200mg dose form from circulation.

Brocades hope that the advanced notice will enable retail pharmacists to run down stocks and avoid returns. The medical profession is being notified of the change.

Barbiturate product discontinued

Merrell division, Richardson-Merrell Ltd, 20 Queensmere, Slough, Berks SL1 1YY, have decided to discontinue Merbentyl with phenobarbitone tablets because of decreasing demand and the current medical attitude to barbiturates. Any outstanding orders will be cancelled and the company say that they cannot accept stocks back for credit.

Deltacortril enteric 5mg

Deltacortril enteric will be available as a 5mg tablet (100, £2·26; 500, £9·88 trade) from March 7. Each tablet, from Pfizer Ltd, Sandwich, Kent CT13 9NJ, is red, sugar-coated, printed with the company name and contains prednisolone 5mg in an enteric-coated core.

Merck's discount on 'ethicals'

Discount terms are available through wholesalers on "ethicals" from E. Merck Ltd, Four Marks, Alton, Hants GU34 5HG. Parcels over £100 qualify for 5 per cent discount and over £150 for 7 per cent discount, says the company.

Lederspan 1ml vials

Lederspan 20mg per ml 1ml vials (£1·60 trade) have been added to the range of Lederle Laboratories, Fareham Road, Gosport, Hants PO13 0AS.

Catarrh pastilles withdrawn

Smith Kendon Ltd, Waterton, Bridgend, Mid Glamorgan, have temporarily withdrawn Catarrh pastilles from their list, until further notice.

Cobadex change

The description of Cobadex ointment, from Cox-Continental Ltd, 93 Lewes Road, Brighton, Sussex BN2 3QJ, has changed to Cobadex cream.

Bonus offers

Smith, Kline and French Laboratories Ltd, Welwyn Garden City, Herts. Histryl 12 invoiced as 10.

Fassett & Johnson Ltd, Dawson Road, Bletchley, Milton Keynes MK1 1JT. Quickies eye make-up and nail varnish remover pads, Lotil tubes and jars, Frador, Streaks n' Tips, Colour Touch, all 13 as 12 until April from selected wholesalers. Details elsewhere in issue.

Prescription specialities

RAZOXIN tablets

Manufacturer ICI Ltd, pharmaceuticals division, Alderley House, Alderley Park, Macclesfield, Ches

Description Flat, bevel-edged, white to pale cream tablet, marked one side with the company roundel and containing razoxane 125mg as free base

Indications In combination with radiotherapy, for all forms of soft tissue, osteo and chondro-sarcomata and as maintenance therapy after the combination

Contraindications Pregnancy. Non-malignant conditions eg psoriasis

Dosage Adults and children, one tablet twice daily, beginning three days before radiotherapy starts and continuing throughout. On days radiotherapy is given one tablet is taken one to three hours before and the other in the evening. Radiation dose selected using normal criteria. When remission occurs, one tablet twice daily after completion of radiotherapy, till evidence of tumour regrowth appears. Dosage should be reduced or the drug temporarily withdrawn if unacceptable leucopenia occurs, to allow recovery. Alternatively the dose may be regularly withdrawn for short intervals during the maintenance period

Precautions White cell count should be monitored throughout

Side effects Leucopenia, nausea, vomiting, diarrhoea, skin reactions and alopecia. Skin reactions in patients having both radiotherapy and razoxane may be more marked than with radiotherapy alone. Subcutaneous fibrosis has been reported in some patients on combined therapy. There appears to be increased likelihood of oesophagitis and pneumonitis in patients who require radiotherapy for thoracic lesions

Storage Protect from heat, light, moisture

Packs 30 tablets (£21·30 trade)

Supply restrictions Recommended on prescription only

Issued March 1977

on TV next week

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

Abdine: Sc
Anadin: All areas
Aspro Clear: All areas
Bic razors: All except U, E, CI
Brobat Bloo: All except E
Build Up: All except U, E
Clearasil: All except M, E
Crest: M, So
Elseve balsam: All areas
Johnson's baby powder: All except E
Matey: All except E
Milgard: M
Milton crystals: U
Orbit: Ln, So, A
Stronghold: All except E
Sudocrem: Lc
Vichy: Ln

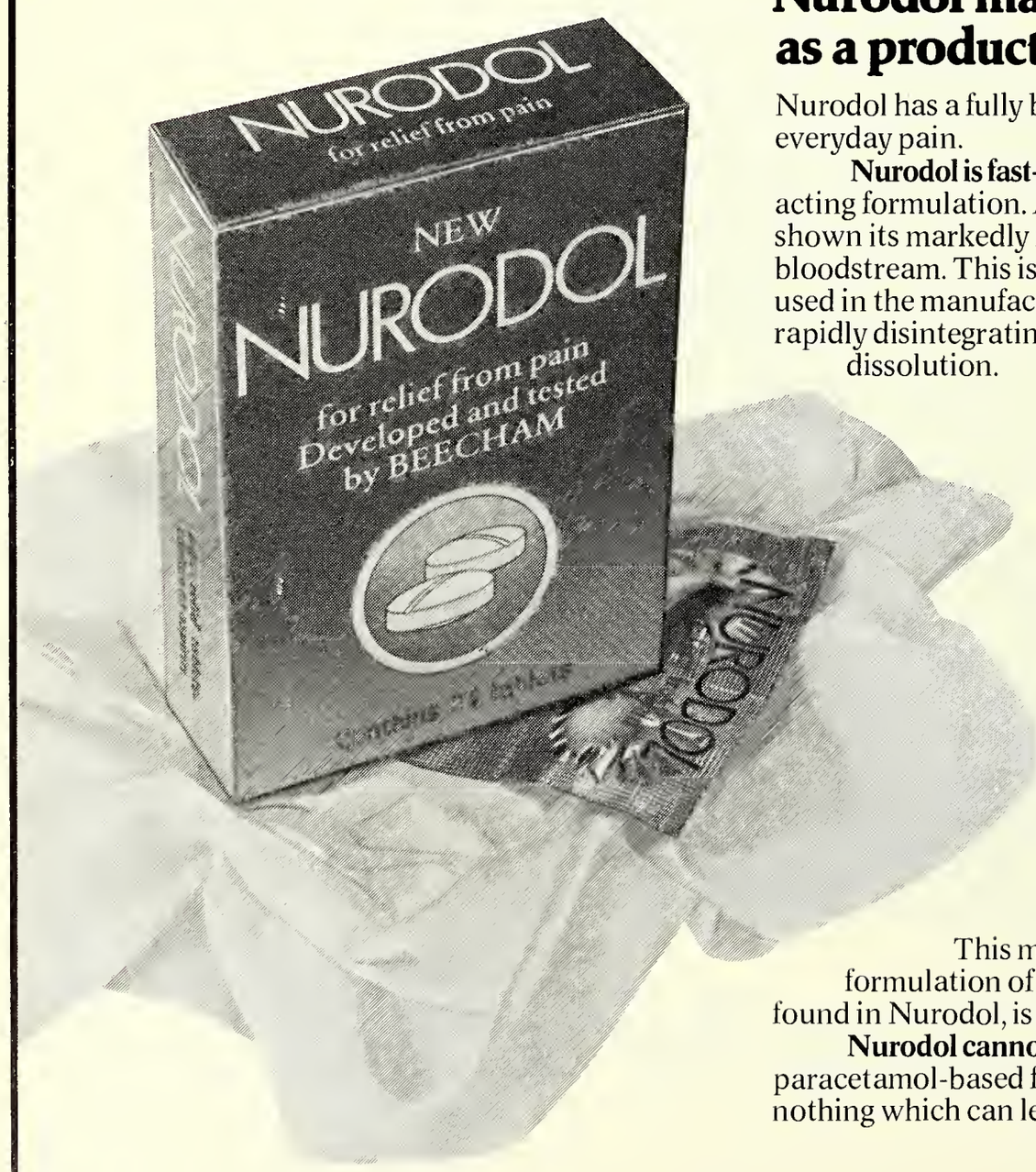
At last something that makes sense. For everyone.

Including the chemist.

BEECHAM

New N

The analgesic tha



Nurodol makes sense as a product

Nurodol has a fully balanced action to relieve all everyday pain.

Nurodol is fast-acting. Nurodol is a new, fast-acting formulation. A comparative in vivo study ha shown its markedly fast absorption into the bloodstream. This is directly due to a special proce used in the manufacture of Nurodol, which ensure rapidly disintegrating tablet and so leads to fast dissolution.

Nurodol is effective. Each Nurodol tablet contains the clinically proven effective dosage of 500mg. paracetam In addition, 50mg. caffeine h been included in the formulation of each tablet. This is because our researchers believe that caffeine has two important qualities:–

1 That it enhances the pain-killing effects of analgesics – in this case, paracetamol.

2 That its action on the cent nervous system improves the user's attitude to his pai ful condition.

This means that a compound formulation of paracetamol and caffeine, as found in Nurodol, is more effective in relieving pai

Nurodol cannot upset the stomach. The paracetamol-based formulation of Nurodol contai nothing which can lead to stomach irritation.

NNOUNCE

urodol

eally makes sense

urodol makes sense o the consumer

echam research has shown that there is a proven ed for a fast-acting, effective analgesic which nnot cause stomach upset and that this needs oper presentation to the public.

Nurodol will therefore arouse widespread erest, particularly among the quite large sector of e population which should choose such a product: that is those who suffer from dyspepsia, iron-deficiency anaemia, peptic ulcer or bleeding tendencies.

Nurodol makes sense in the press

Nurodol is an important new product from Beecham's. Full page advertisements in the national Daily and Sunday newspapers will explain Nurodol's balanced action and its major claim "It cannot upset your stomach".

Nurodol makes sense in the market

Within the analgesic market an increasing number of people are turning to paracetamol-based analgesics: in 1973, 31% of all sales were of paracetamol-based brands; last year the figure rose to 40%. This means that Nurodol is entering a rapidly growing market.

"And the best sense of all -it's from chemists only!"

Cross for reliable colour prints

You know that film processing can be very profitable. You also know that it can mean lots of time-consuming complaints – unless your D&P house is thoroughly reliable. Like Cross of Enfield...

A family concern since 1929, Cross of Enfield deal exclusively with retail outlets, putting a great deal of emphasis on service – both to you and your customers.

With our laboratories using the most modern equipment of its kind, Cross quality is consistently high.

With our control systems so streamlined and proven, Cross turn-round is consistently fast.

And we'll share our knowledge with you, by training your staff at our laboratories, to help you improve your handling of orders.

When you deal with Cross, D&P is not only profitable. It's as simple and reliable as it's possible to be! **A word on the phone with Mr. Richard Cross would be worth your while.**

CROSS OF ENFIELD

D&P service to the retail trade since 1929.

476 HERTFORD ROAD · ENFIELD · MIDDLESEX · TELEPHONE 01-804 9921

New products

Surgical

Ostomy appliances

Cuxson, Gerrard & Co Ltd, are introdueing the T range of odourproof ostomy applianees. There are three basic types, with three to four variations within eaeh type—a one pieee bag, two pieee adhesive applianee or two pieee non-adhesive appliance. all available with drainable and elosed bags (from £15 trade for 25 paeks drainable adhesive two pieee set). A patented adhesive flange with integral karaya washer fits around the stoma and serves as a platform for the separate adhesive bag (Cuxson, Gerrard & Co Ltd, Fountain Lane, Oldbury, Warley, West Midlands).

Hosiery

Pretty Polly comfort tights

Pretty Polly have introdueed Non-stop super sheer eomfort tights for women who do not want to be "seen" in support hose. The eompany says that these tights (£0·75) look mueh the same as any other tights but do not feel the same. The combination of elastomerie fibre and sheer nylon makes them "ideal for women on their feet most of the time". There is a promotional offer on the tights until April 15, during whieh time they will be for sale at £0·69 (distributors Vestrie Ltd, Chapel Street, Runeorn).

Photographic

Pocket 110 and tripod from Plus

The Instaplus EF2, the latest 110 model from Paul Plus, has *f*5·6/26mm three-element eolour eorreeted lens, with aperture variable between *f*5·6 and *f*9 with a "eloudy/sunny" eontrol on the top of the eamera. The aperture is ehanged manually for outdoor shooting but is automatieally set on *f*5·6 when the hot-shoe flash is fitted.

The flashgun has been speeially designed for the eamera and delivers approximately 150 flashes from a set of two alkaline penlight batteries. The refleetor is of the "gold" type for good eolour reproduetion and the flash gun has on-off switch and a neon ready-to-fire signal.

The eamera has a elear optieal viewfinder, a "soft" toueh shutter release for shake-free pietures, thumb-wheel film wind and a hinge-open baek with safety eateh. The "guide priee" of the eamera eomplete with eleetronie flash unit is £24·61.

Paul Plus also have a new eompaet tripod, "guide priee" £8·80. Finished in blaek and ehrome it is 27em long when elosed but extends to 100em. It features pan and tilt head with single twist-grip operation and has rubber tipped feet. Ineluded in the priee is a zip-opening earrying ease.

The latest low priee 126-eartridge eamera in the range is the Instaplus 350X ("guide priee" £4·68). Construeted in blaek, it has direet vision optieal viewfinder, automatie interloek to prevent double and missed exposures, and Magieube soeket.

Paul Plus have also introduced the Plusblitz FSX eleetronie flashgun, designed for Polaroid SX series eameras and eonsisting of a flash head linked to a separate power paek. The flash head plugs into the soeket on the top of the eamera, the power paek elamping to the eamera base. Beeause of its position, when fitted, the power paek has a tripod bush fitted. Guide number quoted is 10 (m) with 25 ASA film and the flash is said to have a daylight eolour temperature and to provide a flash of 1/2000th of a seeond. Recycling time is given as 7 to 9 seeonds; there is an open flash test button and a neon signal. "Guide priee' is £18·93 (Paul Plus Ltd, Hempstalls Lane, Neweastle, Staffs ST5 0SW).

Agfa Super 8 sound

Agfa Gevaert have introdueed a pre-striped Super 8 sound film. The eompany says that it has all the properties of Agfaehrome Super 8—fine grain, bright, vibrant eolour and pin-sharp elarity, as well as a speed of 17 DIN/40 ASA for artifieial light and 15 DIN/25 ASA for daylight. In addition a sound stripe has been ineluded. Available from April (£4·54) in a paek whieh although similar to that of its silent partner is said to be easily distinguishable by dealer and eustomer (Agfa Gevaert Ltd, 27 Great West Road, Brentford, Middlesex).

'Facelift' for Instamatics

Kodak are introdueing three new Instamatie eameras—the 77-X, 177-X, and 277-X replaeing the eurrent 56-X, 155-X and 255-X models.

The new eameras retain the same pieture-taking seope of their predeeessors but have been given a "faeelift", the 177-X and 277-X having a brushed aluminium front plate with ehromium plated surround and the 77-X eamera a new nameplate. All three models will be sold in outfits eontaining the eamera and wriststrap, 12-exposure Kodaeolor II film, Magieube and instruetion booklet.

Suggested retail priees are as for the models supereeded—77-X outfit £10·26½, 177-X outfit £13·23½, 277-X outfit £19·67½ (Kodak Ltd, PO Box 66, Station Road, Hemel Hempstead, Herts HP1 1JU).

Above: The 77-X outfit (£10·26½) and Below: The 277-X (£19·67½) replacing the 255-X model

Dietary

Low sodium bread

Low sodium white bread is added to the Rite-diet range. It has a long shelf-life, being paeked in eans (280g, £0·36½). The ingredients are wheat flour, vegetable shortening, sugar, separated milk solids, yeast and laetie aeid with the eomposition —earbohydrate 53·8g, protein 8·5g, fat 5·5g, sodium 10mg and potassium 55mg per 100g. The produet is not suitable for gluten-free diets (Welfare Foods (Stoekport) Ltd, 63 London Road South, Poynton, Stoekport, Ches SK12 1LA).

Sugarless gum

Orbit (£0·10), the sugarless ehewing gum from Wrigley, is being introduced into pharmaeies in London and the South-east. It is also being sampled to 6,000 dentists in the launeh area, and will be advertised on Thames, Southern and Anglia television from Mareh 9 (Wrigley Co Ltd, Estover, Plymouth, Devon PL6 7PT).

Cosmetics and toiletries

Maybelline's Fingertip blushers

Fingertip ereme blush and Fingertip powder blush are two produets from Maybelline, whieh are said to give a "peaehes and eream" eomplexion. There are four eolour matehed shades in both ranges (£0·49), pink peaeh, soft red, dusty rose and ginger (Plough (UK) Ltd, Penarth Street, London SE15 1TR).

Charles of the Ritz fast tan

Reveneseenee Ritz bronze fast-tanning gel (£2·20) has been added to the eolleetion of sun produets in the Reveneseenee range from Charles of the Ritz. It has been formulated for people who tan easily and helps to keep the skin moisturised. Available for sale from May 1, it eomes in a 3·2oz tube with a dispenser cap and has a proteetion faetor of 2 (Charles of the Ritz Ltd, Brook House, 115 Park Lane. London W1Y 4EU).

You might find it hard to swallow, but volume sales of Hedex* were up by 45% at the end of 1976.

Just imagine what sales will be like by the end of 1977.

Especially as we're running the biggest advertising campaign for Hedex ever.

So be it on your head if you haven't got enough Hedex.

HEDEX.
The fastest growing analgesic.

*Hedex is a registered trade mark.

Sterling Health
Family medicines your customers trust.

Professional News

Pharmaceutical Society of Northern Ireland

Council asks for warning of unwanted medicines campaigns

The Council of the Pharmaceutical Society of Northern Ireland is to seek advance information on future campaigns for the collection and disposal of unwanted medicines. The secretary, Mr W. Gorman, was instructed to write to the four Area Health and Social Services Boards after he reported having received, for information, notice of a campaign by the Eastern Board from February 28 to March 19.

The secretary also reported that the lectern presented by Thomas McMullan & Co Ltd to mark the Society's Golden Jubilee had been delivered, and that an amplification system had been installed in the lecture hall at the University Street premises. The president Mr T. Eakin, said the lectern was a splendid piece of workmanship on which the Society's crest had been carved. The formal presentation would, it was hoped, be made at the March meeting.

Letters from the Ulster Chemists' Association were read asking that representatives from their Executive Committee should be made members of the committee presently composed of Council and Pharmaceutical Contractors representatives, and that some Council members should meet representatives of the Executive Committee to discuss the holding of meetings in provincial centres. It was agreed to grant both requests and the president, vice-president, Mr McDonald and Mr McIlhagger were appointed to represent Council.

Practical training

Presenting the report of the Education Committee, Mrs O'Rourke said the committee had agreed to recommend as acceptable practical training, service by a postgraduate student who has engaged in full-time research for at least two years in the department of pharmacy of the Queen's University of Belfast under the supervision of the professor of pharmacy. Such a student would have to undertake six months practical training in a general practice pharmacy. The committee had also decided to charge a fee of £5 for attendance at the course on "Management efficiency in the NHS general pharmaceutical service", to be held on March 26-27. Students undertaking practical training would not be charged a course fee but would be required to pay for meals and accommodation. Also considered were the recommendations of the Advisory Committee on Borderline Substances and it was recommended that a meeting be sought with Mr R. G. P. McMullan, Central Services Agency, to discuss their effect in relation to certain substances.

Presenting the report of the House Committee Mr Armstrong said the members had inspected the Society's premises and prepared a list of matters needing attention, in order of priority.

The president said that with the vice-president and secretary he had met representatives from some of the district branches on January 24. He was convinced that it would be possible to hold meetings of some, if not all, of the branches and a note had already been sent to each member of the Society asking for support for such meetings. The secretary would now endeavour to arrange meetings where possible and notices would in due course be sent out listing the topics to be discussed. Representatives of the branches were unanimous in their desire to have further education courses held in centres throughout the Province. The present series of eight lectures being held in Belfast was well attended but many members were reluctant to undertake lengthy journeys at night to attend.

Mr Kerr reported briefly on the meeting of the European region of the Commonwealth Pharmaceutical Association held in Gibraltar in September 1976. There had been discussion on a report on the pharmaceutical service in each of the countries represented—many problems were common to several countries and where possible the CPA approached a Government to support the recommendations made to it by the country's pharmaceutical organisation. Following publication of the reports of the degree and diploma working parties the government of Gibraltar will accept only graduate entry in future.

Mr Kerr also submitted a written report on the meeting of the CPA council held in Bombay in January. Mr A. Howells, OBE, FPS, had been elected president for a third term of office and Dr J N. Banerjee vice-president. The second vice-president would be from Trinidad and Tobago where the third CPA conference would be held in 1982. An executive committee had been appointed consisting of the president, the two vice-presidents, and the three regional representatives, Mr Osei Tuto of Ghana representing Africa, Mr W. Baylis of New Zealand representing the Pacific and Mr J. Kerr of Northern Ireland for Europe.

Pharmacy ownership

Mr Kerr reported that there had been lengthy discussion on the ownership of pharmacies. In some countries pharmacists had been given a statutory right of personal ownership and there was general agreement that that should be the aim in every country. One of the most important items discussed was finance. In the past the Commonwealth Foundation had made donations to the CPA on a three-year basis but, due to inflation, the Foundation was able to continue only on an annual basis—which was unsatisfactory since no proper planning of future meetings could be undertaken. While much could be achieved by correspondence it was not possible for such an international body to remain effective without the personal contacts made during committee or council meetings. Suggestions were submitted for increasing the Association's income and these were being investigated.

Amongst other subjects discussed were communication between the regions and central secretariat, education (Sri Lanka had started a one-year course for technicians and a diploma course would shortly commence), postgraduate education, pharmacy practice and the provision of a pharmaceutical service in rural areas.

The council was pleased to learn that as a result of the first CPA conference held in Australia there had been two significant developments there. The first was joint action leading to a reunion of the Australia and New Zealand business and conference interests and the second was the creation of an Australian Federal Society, joining together the six separate state pharmaceutical societies. This new body would take over the CPA membership for Australia and send Mr G. Oscar as their representative. The time had now arrived when the policies and standards laid down by the CPA would have to be implemented within those countries seeking help in having established an adequate pharmaceutical service for their people.

The president and vice-president reported on a meeting of the Lurgan, Portadown and Armagh District Branch they had attended at Craigavon Area Hospital on February 15. A film "Allergy in asthma" (lent by Roche Products Ltd) had been shown and attendance had been encouraging.

Pesticide names

The following common names for pesticides, have been approved by technical committee PCC/1 of the British Standards Institution: Clofop-isobutyl ((±)-isobutyl 2-[4-(4-chloro = phenoxy)phenoxy]propionate); diclofop-methyl ((±)-methyl 2-[4-(2, 4-dichlorophenoxy) = phenoxy]propionate); azocyclotin (tri(cyclohexyl)-(1,2, 4-triazol-1-yl)tin); buthidazole (3-(5-*tert*-butyl-1, 3, 4-thiadiazol-2-yl)-4-hydroxy-1-methyl-2-imidazolidone). Nuarimol ((±)-2 -chloro-4'-fluoro-α-(pyrimidin-5-yl) = diphenylmethanol; fluridone (1-methyl-3-phenyl-5-(ααα-trifluoro-*m*-tolyl)-4-pyridone).

Alloxydimedon-sodium (sodium 2-[(1-allyloxyimino) = butyl]-4-methoxy = carbonyl- 5, 5-dimethyl- 3-oxocyclohex- 1-enolate); fosamine (ammonium ethyl carbamoyl = phosphonate); furophanate (methyl 4-(2-furfuryl = ideneaminophenyl)-3-thioallophanate); hexazinone (3-cyclohexyl-6-dimethylamino-1-methyl-1*H*-1, 3, 5-triazine-2,4-dione); tiocarbenil *or* tiocarbazil (*S*-benzyl di(*sec*-butyl)thiocarbamate); triazbutil (4-butyl-1,2,4-triazole); piproctanyl (1-allyl-1-(3.7-dimethyloctyl) = piperidinium ion. It should be stated which salt is present, for example piproctanyl-bromide).

The following draft common names are being circulated: methiobencarb (S-p-anisyl diethyl = [thiocarbamate]); pendimethalin (N-(1-ethylpropyl)-2, 6-dinitro-3. 4-xylidine); thiadifluor (3-(4-chlorophenyl)-2-methylimino-4, 5-bis(trifluoromethylimino) = thiazolidine); trifenofos (I/M) (O-ethyl S-propyl O = -2, 4, 6-thrichlorophenyl phosphorothiothioate).

BRUT
CHAMPAGNE

How our big new launch can lead to yours.

This February we're launching the biggest ever Mölnlycke campaign.

In just three months we're spending over £125,000 introducing New Libresse Comfort.

With stunning double page spreads in 11 top women's and home interest magazines we'll be telling women that new Libresse Comfort is not just the only net-covered towel, it's also the softest towel they can buy.

And we haven't forgotten you.

When you buy 4 cases of Libresse hygiene products, 2 of which must be Libresse Comfort, you can get a further 32 packs at ½ price.

That's 8 packs of Pennywise, 8 Libresse and 16 Libresse Comfort.

All in a handy, pre-merchandised display unit.

Simply keep this displayed for over 8 weeks and you automatically have a chance to win this superb 4 berth Maxi 68 yacht worth over £6000.

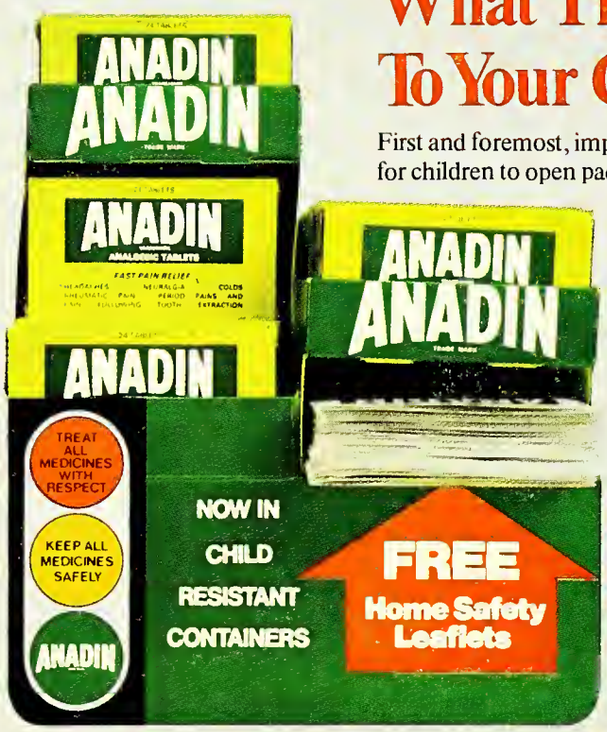
There are hundreds of other prizes to be won – in fact every entry wins a £25 P.&O. Holiday Cruise voucher.

Get onto your Mölnlycke representative or wholesaler now for full details.

And soon you could be pushing the boat out too.

Libresse Comfort is a registered trade mark of the Mölnlycke Group. Mölnlycke Ltd., Harpenden, Herts. AL5 4SR. Tel: (05827 68111).

YOUR CUSTOMER AND CHILD RESISTANT CONTAINERS.



What This Legislation Means To Your Customer.

First and foremost, improved safety in use. It will now be much more difficult, if not impossible, for children to open packs of proprietary analgesics. However, in the transition phase some of your customers – especially the aged and infirm – may experience some difficulty in opening these packs for the first time. As a service to this sector of the community, I C C have designed special demonstration units to enable you and your staff to show your customers how to open the new packs. These units, together with helpful leaflets providing additional information, and home safety hints are available from I C C. Please see your representative, he will be delighted to help you.

What New Government Legislation Means To You.

Parliament has recently agreed that the regulations contained in the Medicines (Child Safety) Regulations 1975 (S.I. 1975 No 2000) should apply to analgesics packed for retail sale. This means that from December 1977 all analgesics must be sold in child resistant containers of approved design. 'Anadin'* tablets are now available in such containers. The 4, 8, and 24 tablet packs are presented in opaque foil strips and the 50 and 100 tablet drums packaged with 'Pop-lok' closures tested in both the US and UK.

A Special Demonstration Unit From the Makers of 'Anadin'.

The 'Anadin' pack range is becoming available in new child resistant containers. These offer important safety benefits to your customers. A range of point of sale material has been developed to announce and explain the introduction of these new packs.

*Trade Mark

Pharmaceutical Society of Ireland

Details on Trinity course circulated to schools

Information about the new four-year course in pharmacy at Trinity College, Dublin, (*C&D* last week, p263) has been sent to all post-primary schools, the Council of the Pharmaceutical Society of Ireland was told at its February meeting.

The president, Mr M. F. Walsh, said he was happy to announce that the course, leading to a degree examination in which honours may be awarded, would be established within the faculty of science from October 1977; it will be the only degree course leading to a professional qualification in pharmacy within the State.

Applications for the study of pharmacy sent to the Central Applications Office will be transmitted to Trinity College. Information may also be obtained from the Admissions Office, Trinity College, Dublin, 2, or from the registrar, Pharmaceutical Society of Ireland, 18 Shrewsbury Road, Dublin, 4. The president added that full details of syllabus and regulations would be published in due course.

Appointment

The president said that while congratulations were in order to Mr T. McGuinn on his recent appointment to the Department of Health, he was sorry that this would be Mr McGuinn's final attendance at a Council meeting. Mr McGuinn's contributions during the years with Council had been noteworthy, particularly from the academic and professional viewpoints, and his contribution to pharmacy at national level had been considerable.

Mr McGuinn, thanking the president and members for their kind words, said that serving on the Council had been interesting and he had looked on it as a pleasure. He always regarded the Council as a body having a big influence on the profession of pharmacy within the country—but he stressed that it was influence rather than power. Mr McGuinn felt Council could and would make great strides in raising the professional standards of pharmacists and pharmacies. Mr McGuinn takes up his new post on March 1.

Mr M. J. Shannon will take over chairmanship of the Practice of Pharmacy Committee from Mr McGuinn.

A cheque for £41,000, being the first instalment of the grant for general purposes payable to the College of Pharmacy in respect of the 1977 financial year, was received by the registrar and secretary, Mr M. J. Cahill.

A communication enclosing publicity campaign proposals was received by the Society from the Blood Transfusion Service Board. In outline the proposals are:

☐ To obtain the Society's permission and assistance in persuading the pharmacists and pharmacies in the Republic of Ireland —particularly in the Dublin area—to display promotional posters and a dispenser with promotional leaflets on a permanent or semi-permanent basis.

☐ To discuss with the Society the possibility of having a once-a-year window display in the pharmacies to assist in donor recruitment.

☐ The Society would not be at any financial loss.

☐ Distribution would be made from the Blood Transfusion Service Board.

☐ A continuous liaison would be maintained by the Blood Transfusion Service Board and the Society. Council agreed to consider the matter favourably.

Mr R. J. Power said that during his time as president of the Council he had expressed to the president of the Irish Medical Association, Council's view on the question of "NP" labelling and the GMS prescription form. "We did not object in any way to some form of communication with the patient but we had reservations on putting the name of the drug on labels unless specifically requested to do so by the prescriber." Mr Power hoped the new format was not the final word.

The Law Committee wishes to alert pharmacists to the fact that one or two doctors in the Dun Laoghaire area have been extensively prescribing Dangerous Drugs and writing incomplete prescriptions for other controlled preparations—for example, "Recipe The Pill". Pharmacists are advised not to dispense the incorrectly written prescriptions and to exercise extreme caution in the case of the prescriptions for Dangerous Drugs.

Product liability seminar

The Society was requested to share in sponsorship of a seminar on product liability with the Pharmaceutical, Chemical and Allied Industries Association and the IMA to be held on March 28. On a proposal by Mr H. P. Corrigan, seconded by Mr T. R. Miller, it was agreed that the Society should participate.

Regarding the forthcoming course in veterinary medicine to be held in Cork, it was agreed, having regard to the nature of the content, that the course should be open to pharmaceutical assistants as well as pharmacists.

Council made a special appeal to all pharmacists to attend the Medical Therapeutics Course (which began on February 22 and continues until March 24) in the Dublin area. The president said: "If we are to extend our role into the community care areas, we should be in a position to broaden our professional knowledge to enable us to fill this role correctly".

A Benevolent Fund Committee meeting was held directly after the Council meeting.

Register changes

The following names were changed in the Registers of the Society, marriage certificates having been submitted: Mrs Josephine D. Costello (née Maher), LPSI (4457); Mrs Mary P. O'Sullivan (née Broderick), MPSI (3600); Mrs Agnes M. Kennedy (née King), Asst (2269); Mrs Mary T. Forbes (née Noonan), Asst (1976); Mrs Lydia A. M. Gillen née Batt), Asst (2253).

The following addresses were changed in the Registers: Mrs Josephine D. Costello, LPSI, to Arabella, Ballymacelligott, Tralee, co Kerry Mrs Agnes Kennedy, Asst, to 302 Orwell Park, Templeogue, Dublin 12. Mrs Mary P. O'Sullivan, MPSI, to "St Margaret's", Ballysimon Road, Limerick. Miss Catherine Cregan, MPSI, to St Michael's Guest House, Grace Park Road, Crumcondra, Dublin 9. Mr John F. Fitzpatrick, LPSI, to Westville Pharmacy, PO Box 113, Westville, Natal 3630, S. Africa. Mr T. J Hackett, MPSI, to The Modern Pharmacy, The Square, Newport, co Tipperary. Mr Michael H. Harnett, MPSI, to The Central Hospital, P.A. Ndola, Zambia, Africa. Mrs Mary T. Forbes, Asst, to 68 Ardmore Drive, Artane, Dublin 5. Mrs Lydia Gillen, Asst, to 16 Moyne Road, Dublin 6. Miss Philomena Dolores O'Donovan, Asst, to New Road, Roscrea, co Tipperary.

The following Licence Certificate was signed and sealed: William Hanlon.

The following were elected as Members of the Society: Bridget M. Berney, Mary O'Hanrahan, Richard M. Collis, John F. McLaughlin.

The following was nominated for membership: Helen M. Corish, Strawhall, Carlow.

Importance of personal contact stressed

Cork City and County Chemists' Association, at its recent annual meeting, decided to change its name to the Cork Pharmacists' Association. Speaking to the meeting, the secretary general of IPU, Mr George Ledwith, referred to the importance of the pharmacist maintaining a personal contact with his patients. The pharmacist should endeavour to talk to every person collecting medication in the pharmacy, thus making patients aware of the importance of care with medication and educating the public on the role of the pharmacist in the community. Mr Ledwith suggested some control over the geographical location of new pharmacies would be required where, due to economic reasons, an area was not serviced by a pharmacy. Support from the State and within the profession might be necessary. Officers elected were Mr Jim O'Farrell, Bons Secours Hospital, Cork (chairman); Mr Frank O'Dwyer, Ballincollig (secretary) and Mr Tom O'Connor, Douglas Shopping Centre, Cork (treasurer).

Permeation limits set for containers in USP

A new general chapter on "Packaging—child safety" is included in the cumulative third supplement to the United States Pharmacopeia XIX and National Formulary XIV, published last month.

The chapter is intended as a guide to the US Poison Prevention Packaging Act. Moisture-permeation limits for prescription containers are among the standards set by the USP Committee of Revision and April 1 is the official date when containers for dispensed medicines have to comply with a general chapter on "containers-permeation" if the product monograph specifies storage in a well-closed container. The monograph for digitoxin tablets specifies stricter requirements for the dissolution test.

Copies of the supplement (S3) are available from the USP Convention Inc, 12601 Twinbrook Parkway, Rockville, Maryland 20852, United States of America.

Why 'professional' pharmacy needs the 'commercial'

A pharmacist's worth cannot be measured solely by the number of prescriptions he does nor yet by the amount in his till, Mr David Coleman, a member of the National Pharmaceutical Association Board of Management and of the Pharmaceutical Services Negotiating Committee, said last week. Speaking to Croydon NPA Branch on "Community pharmacy—our future", he argued that there is a continuing need for pharmacy general practice to retain its commercial element in the interest of the public. An extract from the talk is given below.

There are many who feel that the increasing proportion of NHS dispensing enhances our professional image; yet there are others, and I am one, who feel a sense of danger at having all our eggs in one basket.

At any other time, and in any other business increasing "sales" and increasing turnover would be healthy signs but at the present time further reduction in pharmacy numbers is in the interest of neither pharmacy nor public, while the increased turnover in these inflationary times merely means that any extra profits made have to be ploughed back to finance new stocks. There is no doubt in my mind that our prime need is for an increase in the percentage profit allowed on capital employed in a pharmacy by the NHS—unless that figure can be increased to somewhere in the region of 25 per cent (it is now 16 per cent) pharmacies will continue to face almost insurmountable cash flow problems. Who will risk their money in a pharmacy if it would earn more in a building society? Who will be able to borrow and pay interest on a loan when the interest charged is greater than the profits earned?

OTC is important

I believe that the public's need is to have a wide distribution of pharmacies where they can have access to the full range of services offered. At the moment some 60 per cent of turnover (though not 60 per cent of profits) is from NHS and I am convinced that if we wish to maintain the distribution of pharmacies we must maintain profitably that other 40 per cent. The alternative is surely a purely dispensing service from three or four thousand health centres with "technician"-manned "outstations". So to me the attention paid to over-the-counter business is professionally as important as the attention paid to NHS business. The best managed pharmacies, multiple or private, are something we can be well proud of—and most of these pharmacies have sound and successful selling policies and maintain the highest professional reputation. It *is* possible to be professionally successful in a commercial world.

The Numark scheme has enabled me, and many other pharmacists, to become more competitive and more profitable. Clearly, if we are looking at the future of community pharmacy we must consider the changed patterns of distribution within and outside of pharmacy. At last a start has been made on overcoming the expensive image which private pharmacy had, but buying well through the groups is not enough, we have to sell well too. Our pharmacies must reflect the age we live in and serve the needs of our customers. This does not mean throwing away the standards of the past, rather it means building onto the best of them the best ideas of the present and the future.

Health centre threat

About 17 per cent of doctors practise from health centres now and plans were that up to 70 per cent would eventually be based on health centres. Changes in economic planning and perhaps in thinking have slowed down the health centre programme, but nevertheless it is likely that in the next decade the numbers will grow and pharmacy will have to come to terms with the problems they pose. Pharmacies at, or immediately adjacent to, health centres might logically take 70-80 per cent of prescriptions and clearly if this happened the remaining pharmacies could not exist on the 20-30 per cent available to them; they would disappear. Since I believe in community pharmacy I do not accept closures on the scale that would occur, nor do I accept the changes in the type of service which the pharmacy would offer.

Pharmacies are used many times by people who will not, at first at least, visit their doctor. By incorporating a pharmacy in a health centre that role is much diminished—indeed the pharmacy is seen as a dispensary rather than a pharmacy. In some cases a consortium in the centre may be the right answer, but in others—particularly when the real motive is to forestall a leapfrogger—the consortium members are merely choosing financial suicide rather than financial murder at the leapfrogger's hand. We need the ability to ensure that the total pharmaceutical needs of the area are taken into consideration when the health centre is being discussed.

We have talked about contract limitation off and on for some years, but only now do I believe we are moving seriously towards it. It is important that we all know and understand what we want to do and why we are doing it. Unless action is taken now Britain will be deprived of a community pharmaceutical service within a decade. If that happens, with only large health-centre type pharmacies left, pressure from the public for the setting up of Government or municipal dispensaries will be inevitable; doctor dispensing will increase and take over vast areas.

I am not trying to be alarmist but it is no use pretending that our present rate of closures can go on indefinitely and I believe that unless the profession is prepared to tackle the problem itself other agencies will do it for us. We have taken our first step with our essential small pharmacies scheme, but it is an important start because it embodies a principal of encouraging the establishment of pharmacies where they are needed.

There are various ways to go from here. First, we could press for legislation to enable the Secretary of State, through the FPC, to direct where pharmacies should be. I would find this undesirable because it would prevent any freedom for the pharmacist to take into account business activities in an area and would, in effect, be only one step from a State run service.

Second, and again requiring legislation, is a system of "negative direction" under which areas would be declared "open", "closed" or "intermediate". A general pharmaceutical council would have to handle designations and exceptions in consultation with FPC and LPC. In the long run this is the sort of system that I would favour. The intermediate areas pose the biggest problems—there would need to be a measure of control so that the impact of a new opening could be considered, the increased goodwill value of existing pharmacies would need to be looked at, as would the need to provide relocation expenses to encourage movement from an over-served area to a less well served one.

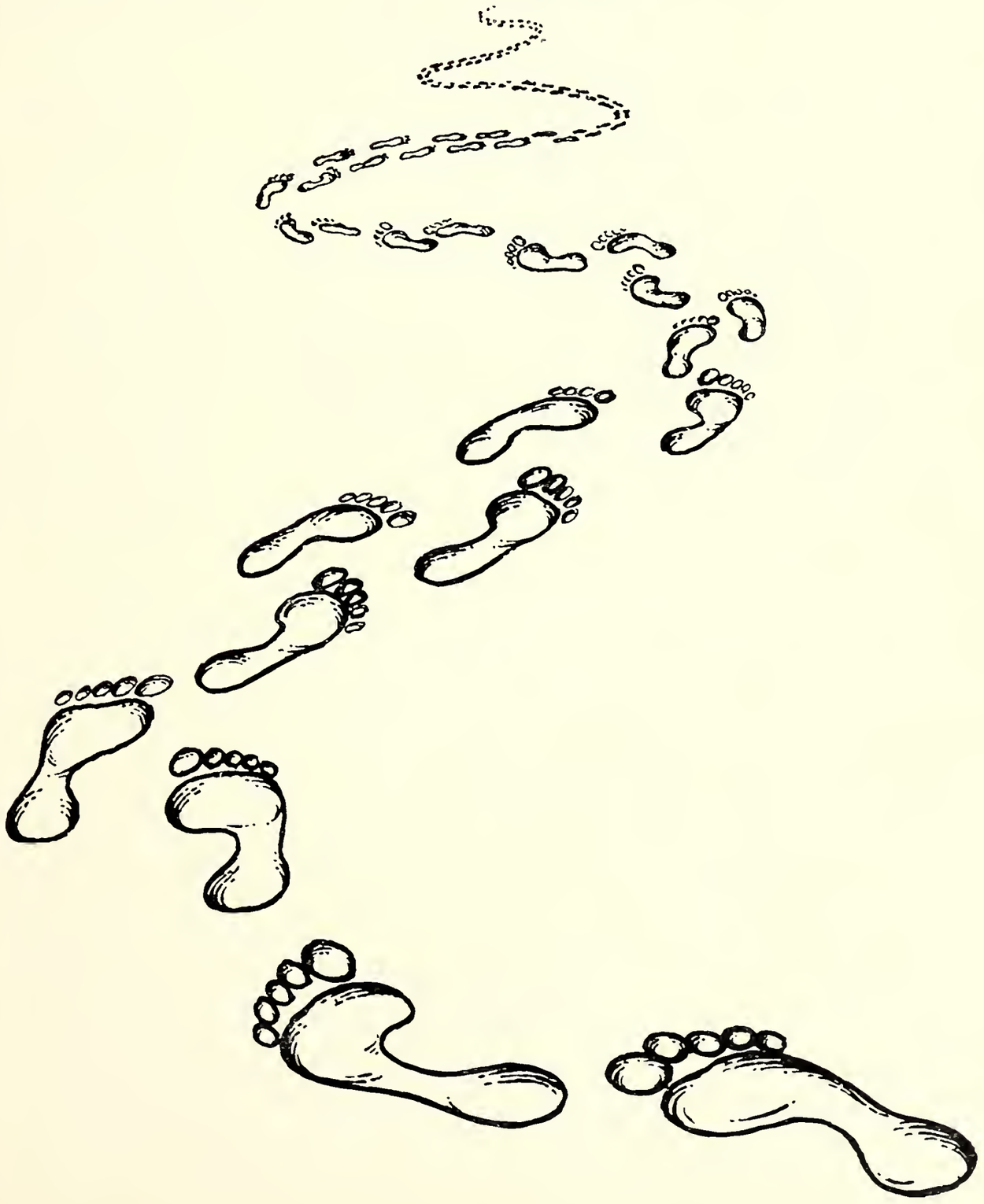
The third alternative is control by economic means. The advantages here are that it can be brought in relatively easily and it does not involve time-consuming and possibly controversial primary Parliamentary legislation. On a limited scale it could be workable, but there would be a point at which redistributing income within pharmacy would become unacceptable to contractors. There are certainly possibilities (the essential small pharmacies scheme employs this method) and the basic practice allowance is a major step towards helping maintain a spread of pharmacies. I hope the premises allowance can be brought in, for particularly in urban areas it is the high rents charged on new buildings that often make it impossible for a pharmacy to be viable.

Expensive duplication

Let me say again I believe that the place for a pharmacy is in the community; it is where the people live. Pharmacists must be ready to defend their profession against those who would attack it. All medicines and appliances required in the community could be and should be supplied through a pharmacy. In terms of simple economics it makes sense, but more than that in terms of the nation's health it makes sense. There can be no excuse for Area Health Authorities to bypass pharmacies in supplying contraceptives or baby foods in clinics. It should not be possible for doctors to make money at pharmacy's expense by supplying influenza vaccines direct to the patient, nor by supplying drugs in "rural areas". Duplication of services is expen-

Continued on p306

Which product is leading by a million feet?



Good prices paid for drug jars

Continental pottery was auctioned at Christie's, St James's, London, on February 14, but from the collector's point of view it was a disappointing sale as many of the drug jars were damaged or in poor condition. Even so they all fetched good prices.

For example lot 182, a large Savona jar *Aq. Borag.* made £220, although neck and foot were reduced (height 15½in). Lot 183 a Savona syrup jar *Syr. di Succo Fum* (itory) (8½in) £390 and lot 184 *Sir. di Limoni* (8in) £220. Both these Savona jars were chipped and the latter cracked (see illustration for lots 183 and 184). Lot 186, a large Savona jar (10¼in) *Syr.e Flor. Persic.* (syrup of peach flowers) made only £90 as cracked; lot 185, a confection jar, (7in) £200 (chipped).

Decoration

All the Savona jars were decorated in blue and white with scrolling foliage. A Castelli waisted albarello painted in colours, slightly damaged but dated 1795, reached £260. These are high prices not forgetting the 10 per cent premium which is additional.

The advertising plate for Jewsbury & Brown's Oriental toothpaste decorated with flowers was sold last year at Phillips for £42 (see illustration). It was acquired by Colonel B. Z. Swanson of the USAF Regional Hospital at Fort Worth, Texas, and has gone to the USA to join his collection of 500 English lids.

Jewsbury and Whitlow, two young druggists of Market Street, Manchester, opened their pharmacy in 1826. They branched out later into the then new sphere of the manufacture of aerated beverages and became perhaps better known for their mineral waters than for their Oriental toothpaste. When their retail pharmacy closed in 1896 the Pharmaceutical Society's journal for December 5 illustrated both the exterior and interior. Henry Richard Smith Jewsbury was the brother of the two novelists Maria Jane Jewsbury and Geraldine Jewsbury; Wordsworth was a great friend of Maria Jane and expressed his admiration for her writings in both prose and verse. The other sister, Geraldine, who was a friend of both Shelley and Thomas Carlyle wrote several novels.

In 1845 Jewsbury took William Scott Brown into partnership. W. S. Brown was elected to the Council of the Pharmaceutical Society in 1870 and was made vice-president in 1872. In the early days of this noted pharmacy the assistants wore the somewhat old-fashioned white aprons! A photograph of the interior shows the quaint solid brass dispensing screen.

The firm of Jewsbury & Brown was converted to a limited company in 1923 and the business now belongs to Cantrell & Cochrane, Ltd.

"To thirsty souls the name be ever dear of Jewsbury's celebrated ginger beer and let the meed of cool-tongued praise be paid Whitlow's effervescing lemonade"—Gregson's *Gimcrackiana.*

Scientific instruments were sold at Phillips auction rooms on February 22. This sale included 35 microscopes by various makers, fetching from £32 to £400. But lot 105, a Watson "Van Heurck Grand Model" including an extensive collection of eyepieces, objectives and accessories, went for £1,200. There were three 18th century examples, the most interesting being a screw-barrel microscope with ivory slides and various lenses; the tube is supported by a pillar which screws into the cover of the shagreen case. This lot sold for £500. Phillips charge no premium to buyers.

An important English drug jar comes up on March 8 at Sotheby's sale of English pottery and porcelain. The design is that of the angel-with-outspread-wings and the jar which is inscribed C.RVTAE (Confection of rue) has the initials of the apothecary "R.I." for which it was made and the date 1679 (7in). This is expected to change hands at a good price—possibly several hundred pounds. "R.I." could signify Richard Isaac, a London apothecary of that period (see illustration).

Top, lots 183 and 184 (Christie's). Above Jewsbury & Brown's advertising plate (courtesy Colonel B. Z. Swanson). Right, English jar for sale March 8 (Sotheby's)

Commercialism in pharmacy

Concluded from p304

sive and wasteful; if local authorities seem to be shedding crocodile tears over pharmacy closures we should challenge them to ensure that they are not duplicating services provided by the pharmacy—and through that unfair competition leading to its non-viability.

If we are to make Government accept its responsibilities then our collective voice must be heard. We must get behind the NPA, the PSNC and the PSGB—not only privately but publicly. Let our customers know where our profession stands, do not let us hide our light under a mortar. What we need now is what amounts to a crusade on behalf of community pharmacies by pharmacists. We have gone through a period of being a self-effacing, inward looking, even inward-fighting profession. Now it is time for us to come out and say what we believe, for us to stop being ashamed of and worrying about our dichotomous role, part commercial, part professional, instead we should be proud of the fact that our dichotomous role enables us to be a professional person at the very point where the public needs us. Community pharmacy has and will have in the future a vital role to play in the nation's health. It is for the pharmaceutical profession itself to ensure that continuing role by its own belief in its future.

That's right, Odor-Eaters. Last year over a million more feet used Odor-Eaters than any other product in the entire foot deodorant market. And now Odor-Eaters outsell their nearest rival's brands put together.

Why? Because Odor-Eaters have 'activated charcoal', the only ingredient guaranteed to work for three months. And a hard hitting, year-through advertising campaign on TV.

With a product that really works and advertising that's proved it works, 1977 will be a great year for you to profit from Odor-Eaters.

Are you stocking enough?

A plan for redistribution of pharmacies—and its cost

In November 1975 the conference of LPC representatives instructed the Pharmaceutical Services Negotiating Committee to produce a scheme for a planned pharmaceutical service. Below is a scheme which Mr Donald Royce recently submitted to the PSNC (of which he is a member). He hopes publication will stimulate discussion and draw forth comments which will be of value to the committee.

Plan of procedure

1. The PSNC, in negotiation with the Department of Health, will decide a target figure for the number of pharmacies relative to the population. I suggest a figure of one pharmacy to 6.000 population as this would have advantages both for pharmacy and for Government. (a) It would allow the Government to continue to benefit from a subsidised Health Service. (b) It would ensure reasonable convenience to the public. (c) It would allow the retention of a network of viable pharmacies to provide primary health care advice and to exercise professional control over self-medication. (d) It would provide a framework within which to bring about redistribution of existing pharmacies and encourage the siting of new pharmacies. The figure agreed would be of fundamental importance as it would determine the maximum "District Capitation Fee" permissible (see later).

2. Area Health Authorities, acting on behalf of the Department, should consult Family Practitioner Committees and Local Pharmaceutical Committees in order to produce an "ideal plan" for pharmacy distribution within each Health Service district, having regard to centres of population, doctor's surgeries, health centres (existing or proposed), shopping centres.

3. Review the present situation to decide: where there are too many pharmacies; the locations in which it would be desirable to site new pharmacies, and establish an order of precedence for these sites.

4. Where there are more pharmacies in a district than are indicated by the target figure, the District should be "closed".

5 Where there are fewer pharmacies than the target figure, the District is declared "open" but new dispensing contracts to be issued only in conformity with the "ideal plan" in relation to new pharmacies.

6. A revised method of remuneration should be negotiated between the PSNC and the Department in such a way as to encourage redistribution of existing pharmacies and the siting of new pharmacies.

7. If the "ideal plan" considers it necessary to establish a pharmacy within or adjacent to a health centre, it should be offered to a consortium of the existing contractors before allowing a new pharmist to enter the District.

Remuneration

Remuneration should consist of three elements: Reimbursement of ingredient cost, District capitation fee, Establishment fee.

Ingredient cost: Would be based on full pricing as at present with no discounting, if manufacturers could be persuaded to abandon the practice. If not, then a standard discount should be applied to all accounts as the recent investigation showed that large and small contractors tend to avail themselves of similar discounts.

District capitation fee: Would form a significant part of overall gross remuneration. The doctor's capitation fee recognises the fact that he is prepared to make his qualification and expertise available to the Government by contracting to supply general medical services to patients listed with him. This ties patient to doctor.

The pharmaceutical "District capitation fee" would recognise the fact that contractors within the District would supply qualified personnel to provide general pharmaceutical services, within agreed contract hours, from properly equipped premises, to all insured persons. The fee would provide a pool which would be shared *equally* between all contractors offering the service. This would absolve the patient from having to register with a particular pharmacy and he could receive the service from any contractor.

A doctor receives a capitation fee varying between £2·75 and £4 per annum according to the classification of the patient. Bearing in mind that the pharmacist would be devoting only some 50-60 per cent of his time to NHS work and that he is not contracted to provide "out of hours" service, nor to make domiciliary visits (excluding rota service and oxygen supply), a capitation fee of £1 per head would appear to be reasonable. In the target situation of 1:6,000 this would provide gross income of £6,000 per pharmacy. With the present population and the existing number of pharmacies, in many Districts the figure would be nearer to £5,000 —ie, about the same figure as the present notional salary of the proprietor pharmacist. Having agreed a capitation fee with the Government it should be related to an agreed index in order to retain value.

Establishment fee: As at present this would take account of labour costs (omitting the proprietor cost), overheads, head office costs, local costs, motor costs—plus a small service fee per prescription (say 5 per cent of net ingredient cost) to take account of differing work loads. This negotiated figure, in pence per prescription, should be related to the NIC and expressed as a percentage to be added.

Movement in ingredient cost is a fair reflection of what is happening to the economy in general and it is fair to assume that small business costs move in line with the economy as a whole. Therefore an establishment cost as a percentage of NIC would provide a built-in inflation control and provide smooth variation in gross remuneration, rather than the big jumps and long halts which occur under the present system, in addition to giving more accurate reimbursement of costs.

Working examples

To take an example based on 1975 figures. The month of June is probably the "average month" for the year, then costs per prescription would be:

Net ingredient cost	92·68p
Labour (excluding proprietor)	12·90p
Property (adjusted according to Coopers/Lybrand)	4·54p
Local	3·82p
Head office	1·05p
Motor (estimated)	0·10p
Service fee (5 per cent NIC)	4·63p
Total	27·34p
Establishment cost	29·59 of NIC
Average pharmacy dispensing 30,000 scripts, NIC	£27,804
Establishment cost (29·59 per cent)	£8,227
Plus capitation fee (say)	£5,000
Gross remuneration	£13,227
Actual gross remuneration achieved for 1975 (oncost plus professional fee)	£10,200

Applying the same percentage figure for establishment cost to 1976 June figures:

Establishment fee	£11,859
Capitation fee (including permitted £6 per week increase)	£5,300
Gross remuneration	£17,159
Actual gross remuneration achieved	£11,220

To see how this affects the small and large pharmacies, again using June 1975 figures, for a small pharmacy dispensing 10,000 scripts pa:

NIC (10,000 x 92·68p)	£9,268
Establishment charge (29·59 per cent)	£2,742
Plus capitation fee	£5,000
Gross remuneration	£7,742

Actual remuneration achieved (10,000 x 34p) = £3,400.

For a large pharmacy dispensing 60,000 scripts pa:

NIC (60,000 x 92·68p)	£55,608
Establishment charge	£16,454
Plus capitation fee	£5,000
	£21,454

Actual gross remuneration achieved (60,000 x 34p) = £20,400.

It will be noted that this scheme accomplishes much more for the small pharmacy than the present scheme.

Distribution and redistribution

The best way to show the scheme is by examples. Consider the following:

Example 1. District population 120,000. Agreed target, one pharmacy to 6,000. Target indicates 20 pharmacies. The AHA has issued the "ideal plan" and sites A, B, and C have been selected for new pharmacies. There are only 19 pharmacies

herefore the District is declared "open".

The District capitation fee per pharmacy annot exceed the agreed figure of £6,000. herefore until the vacancy is filled the Government retains the extra capitation ee of £6,000 pa. New pharmacist applies o establish a new pharmacy at site A. mmediately he establishes the pharmacy ie qualifies for the capitation fee of £6,000. a. This completes the target number of 0 pharmacies and the District is de-lared "closed".

However, this leaves sites B and C acant and these will have to be filled by edistribution. This might be achieved oluntarily by a "relocation grant" offered o the less lucrative pharmacies on the ringes of the more densely populated reas (The attractions would be lower osts, a reduced tempo of work, a more ural situation, etc) but if none are dis-osed to move, redistribution could be ffected over a period as follows.

Transfer via Department

n a "closed" District there can be no ransfer of the NHS contract by sale of he pharmacy. When a proprietor wishes o retire he must sell his business (exclu-ive of lease or property) to the Depart-nent of Health which acts as intermediary. The sale must be at a fair market value letermined by an agreed independent aluer. The Department would hold the pharmacy business" complete with NHS ontract and would recoup the £6,000 pa apitation fee. The District would be de-lared "open". If a would-be proprietor ppeared he could purchase the contract or the price the Department had paid, less he amount which had already been re-ouped, but only to re-establish the busi-ess at site B. If no purchaser appears the Department benefits indefinitely from re-ention of the capitation fee of £6,000 pa. This would be fair because in unfilled Districts the Department would be obliged o pay for doctor dispensing or for collec-ion and delivery services operated by the ther chemist contractors. After filling site B the whole operation could be repeated o fill site C at which stage the "ideal lan" is complete.

Example 2. Similar District, population 20,000. There are 22 pharmacies. The apitation fee is therefore 120,000/22 = 5,454. District declared "closed".

A pharmacist retires (or dies) and the Department acquires the business from the harmacist as in example 1 (or from his ependents). The NHS contract is extin-uished but the Department continues to ecoup the capitation fee of £5,454 until has recovered the purchase cost of the ontract plus an interest figure. At that oint the capitation fee for the remaining harmacies is increased to 120,000/21 = 5,714 pa. The process repeats, the NHS ontracts are reduced to 20, and the capi-ation fee increases to £6,000 per phar-nacy. Any necessary redistribution to yield he "ideal plan" is then carried out as in xample 1.

I appreciate that there are many details nd some real difficulties (such as dis-osal of stocks) which would need to be oned out in discussion.

[Mr Royce stresses that the figures given bove, while reasonably accurate, should e regarded only as illustrations and ould require to be re-negotiated—Editor].

Company News

Beecham to acquire Calgon business in USA

Agreement in principle has been reached between Beecham Group Ltd and Merck & Co Inc on Beecham's purchase, for $82m, of the assets of Merck's Calgon consumer products business.

The agreement is subject to contract and to approval by the UK Treasury and exchange control authorities. The completion date will be on or before April 29. It is the largest acquisition Beecham have made.

Sales of the Calgon business in 1976 were $100m, with the United States accounting for about 90 per cent. As a result of heavy promotional expenditure and other costs associated with the introduction of new products, there was a pre-tax loss of $400,000 in 1976. However, Mr G. J. Wilkins, chairman, Beecham Group Ltd, said on Tuesday, "we are confident that we will be able to get it back on a growth path from the moment we take control." The acquisition had been made because the company's existing consumer products business in the USA, although profitable, lacked the size and marketing strength necessary to achieve a high rate of growth in a competitive environment. The main Calgon products are household goods, toiletries, proprietary medicines and fruit preservatives.

Fisons open sterile filling and packing unit

A new building for packing pharmaceutical preparations under sterile conditions was opened on February 25 by Mr H. P. P. Hodgkins, chairman of Fisons' pharmaceutical division, at Holmes Chapel, Cheshire. It is stated to be the first of its type in the UK and has the latest equipment for atmospheric control.

The three-storey structure incorporates a self-contained sterile unit with temperature control to ±1°C and absolute terminal filtration down to 0·1 micron. It will be mainly devoted to high-speed filling of vials, but it is intended later to extend and fill a range of ophthalmic and aural preparations as well as ointments under sterile conditions. Intravenous solutions for hospital use will also be filled in the new building.

ICI record sales

Total sales of ICI in 1976 amounted to £4,135m, 32 per cent above the 1975 figure of £3,129m. UK sales were up 23 per cent from £1,314m to £1,616m, while overseas sales rose 39 per cent from £1,815m to £2,519m. The volume of group trading overseas showed a marked improvement, but in the UK the volume, while substantially above 1975 levels, did not show sustained growth and business remained at about the level of the first quarter. Overall, group sales volume rose by 12 per cent, the rise for UK exports being 21 per cent.

£1¼m dry products building for Eli Lilly

Almost all the tablets and filled capsules manufactured by Eli Lilly and Co Ltd at Basingstoke are now produced in a new dry products building, which was completed in 18 months at a cost of £1·25m. The building, which has a floor area of 2,722 sq m, was commissioned in May 1976 by Sir Cyril Clark, president of the Royal College of Physicians, as part of the company's centenary year celebrations, and is now fully operational.

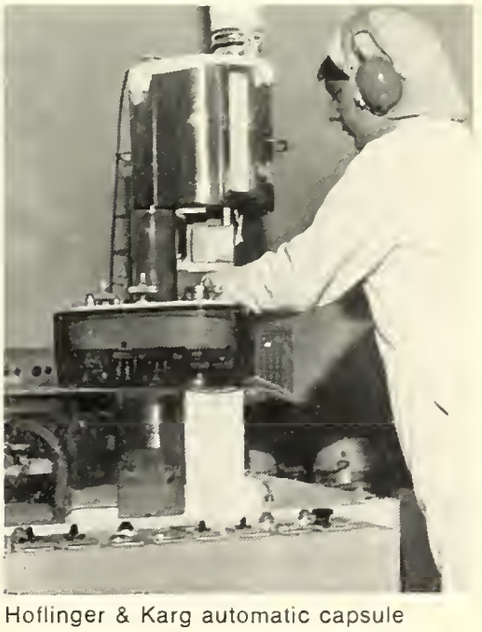
It was built primarily to meet the growing demand for Lilly and Dista products and to enable them to be produced in larger, more economic batch sizes using more up-to-date equipment. For some products the batch size exceeds 1,500 kg (1½ tons). New technology has been introduced to improve the processing of materials on transfer of their manufacture from the former production area, and to enable larger quantities to be handled.

The new plant has been designed to conform with both the Medicines Act and the Code of Good Manufacturing Practice. The production area is divided into three sections with a feeder floor above. In the first section there are three granulation areas; compression and filling machines are in the centre section, and equipment for coating, printing and inspection are in the third section.

Granules from the first section are transferred by vacuum to the feeder floor and blended in stainless steel containers (capacity up to 3·4 cu m) which are clamped in a steel framework and rotated at 18 rpm for about 20 minutes, the time depending on the particular product. The blended materials are then fed by gravity to the compression and filling machines on the floor below.

Several types of tabletting and capsule filling equipment have been installed on the lower floor, including two of the

Continued on p311



Hoflinger & Karg automatic capsule filling machine in Eli Lilly's new building

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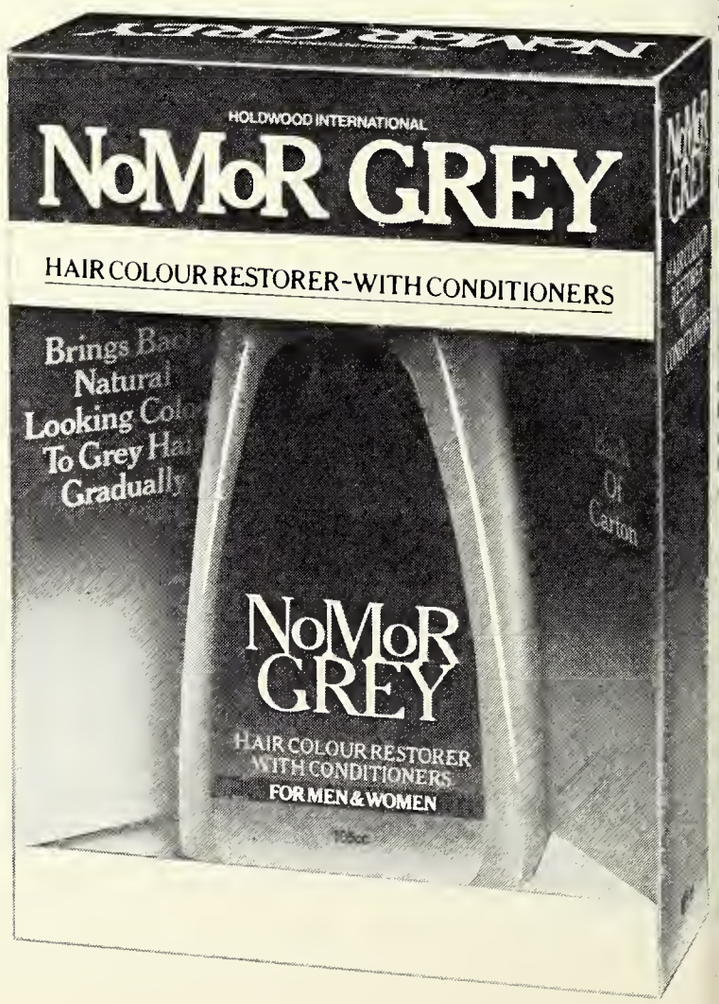

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Company News

Continued from p309

atest Manesty Rotapress machines, each vith a capacity of 6,000 tablets per min-ute, and two Hoflinger & Karg automatic apsule filling machines, each capable of andling 1,200 capsules per minute. Most f the tablets produced are now film-oated, an operation carried out in a otating drum in batches of 300 kg. The otal production capacity of the plant is n excess of 1,500m capsules and tablets year.

The new building is air-conditioned and he exhaust air is efficiently filtered to nsure that no pollutants are discharged nto the atmosphere. All services are rranged in special voids or ducts, so that lmost all maintenance work can be car-ied out without the need for engineers to nter the production areas.

Though not located in the new building, is perhaps noteworthy that Eli Lilly is nusual (perhaps unique) among pharma-eutical manufacturers in having on the asingstoke site a blow-moulding plant or the manufacture of all the plastic ottles used by the group.

Record exports for De Witt

De Witt International Ltd announce that xport sales for the year ending March 31 ill exceed £1m for the first time, and further 40 per cent increase in overseas ales is anticipated in the coming year. Iore than 60 per cent of the company's utput is exported, the major markets ncluding Europe, Nigeria, Central and outh Africa, and the middle east. For ew markets the company is looking ncreasingly to North America.

Briefly

. W. Taylor Ltd have opened a new harmacy at 9 New Street, Sutton-in-Ash-eld, Notts.

The address of **Sinclair Pharmaceuticals td** is now Borough Road, Godalming, urrey GU7 2AB.

The proposed mergers between **Colgate loldings (UK) Ltd** and **Joseph Terry and ons Ltd** and between **Linfood Holdings td** and **Gateway Securities Ltd** are not be eferred to the Monopolies and Mergers ommission.

Eli Lilly & Co Ltd order services and ispatch departments will be relocated at elford Road, Basingstoke, Hants RG21 UX, from March 7.

Nicholas International Ltd announce con-nued growth in both sales and profits. In he half year to December 31, 1976, sales chieved a 22·6 per cent increase to AS 1·1m (1975 AS 49·9m) while operating rofit before tax increased 19 per cent to AS 5·2m (AS 4·3m).

Butterfield Laboratories Ltd, manufac-acturers of colouring and other additives or the pharmaceutical and food indus-ries, have opened a new laboratory at their lant in Oldmedow Road Hardwick ndustrial Estate, Kings Lynn, and they lan to have a new warehouse in use in bout six months' time. About 25 per cent f the company's products are exported.

Market News

Many chemicals dearer

London, March 2: The beginning of a new month has again brought in its train a large number of price increases among pharmaceutical chemicals. Included are the mercurials which were previously marked up only a month ago. On that occasion (*C&D*, February 5, p156) it was mentioned that the rise was an interim one, and that a second increase was expected to be announced at the end of February due to the substantial rise in the cost of the metal now 60 per cent above its value at this time last year. Benzoic acid has advanced from a previous £0.59 to £0.70 a kg and sodium benzoate from £0.48 to £0.53 as from Monday. Those and other changes which have taken place are given below.

The spot market for Brazilian menthol and certain essential oils has been more active. A survey of last month's trading shows that lower prices initiated by dealers wishing to dispose of their holdings in order to get cash to pay off their overdrafts, recently brought in the buyers. It is emphasised that the lower spot rates were not caused by any weakness at origin—quite the reverse. In botanicals cascara, Russian liquorice root and Curaçao aloes were dearer during the week while those marked down included Cape aloes, buchu, balsams, hydrastis, lemon peel and witchhazel leaves.

In essential oils Chinese peppermint lost £0.20 kg and spearmint £0.75 but Cochin lemongrass improved £0.20. Palmarosa was unobtainable.

Pharmaceutical chemicals

Acetone: £262 metric ton 30-drum lots.
Aluminium chloride: Pure 50-kg lots £0.9436 kg.
Atropine: (Per kg in ½-kg lots) Alkaloid £133.70; methonitrate £102, methylbromide £124.40, sulphate £94.50.
Benzoic acid: BP in 500-kg lots £0.70 kg.
Biotin: £6.78 g; £5.45 g in 25-g lots.
Calcium gluconate: £1.420 per metric ton.
Calcium pantothenate: £7.29 in 25-kg lots.
Carotene: Suspension 10 per cent £31.25 kg; 5-kg £30.25 kg. Crystalline £179.67 and £178.67 respectively.
Citric acid: BP granular hydros per metric ton single deliveries, hydrous £704; anhydrous £757, five-ton contracts £702 and £754 respectively.
Ferric ammonium citrate: BP £1.30 kg in 250-kg lots.
Ferric citrate: £2.00 kg in 250-kg lots.
Ferrous carbonate: BPC 1959 saccharated £0.90 kg (50-kg lots).
Ferrous fumarate: BP £1,250 metric ton.
Ferrous gluconate: £1,638 metric ton delivered.
Ferrous succinate: BP £2.50 kg (50-kg lots).
Ferrous sulphate: BP/EP small crystals £357 metric ton.
Glycerin: In £250-kg returnable drums £621 metric ton in 2-ton lots; £617 ton in 5-ton lots.
Homatropine: Hydrobromide £90.20 kg; methylbromide £102-both in ¼ kg lots .
Hypophosphorous acid: (Per metric ton in 50-kg lots) Pure 50 per cent £3,459.70; BPC (30 per cent) £2,714.50.
Magnesium dihydrogen phosphate: Pure £1,7989 kg in 50-kg lots.
Mercury: BPC redistilled £6.68kg in 12½ kg lots.
Mercurials: Per kg in 50-kg lots; ammoniated £7.03 oxides—red £8.29 and yellow £8.03; perchloride £5.77; subchloride £7.35.
Nicotinic acid: £3.70 kg (50-kg lots).
Nicotinamide: £5.07 kg; 50-kg lots £3.32 kg.
Opiates: (£ per kg) in 1-kg lots; subject to Misuse of Drugs Regulations—Codeine alkaloid £541 to £550 as to maker; hydrochloride £473-£488; phosphate £413-£420; sulphate £473. Diamorphine alkaloid £643; hydrochloride £586. Ethylmorphine hydrochloride £527 to £538. Morphine alkaloid £596-£605; hydrochloride and sulphate £488-£496.
Phosphoric acid: BP sg 1.750 £0.4685 kg in 10-drum lots.
Potassium acetate: BPC £0.50 kg (50-kg lots).
Potassium acid tartrate: BPC £730 metric ton, delivered.
Potassium citrate: Granular £837 per metric ton; powder £852.
Potassium hydroxide: Pellets BP 1963 in 50-kg lots £1.349 kg; sticks £4.669 technical flakes £0.4577.
Potassium diphosphate: BPC 1949 in 50-kg lots, granular £1.7583 kg, powder £1.5481.
Riboflavine: (Per kg) £29.26; 5-kg lots £28.28; 25-kg £27.28; diphosphate sodium £76.63 kg.
Sodium acid phosphate: BP crystals, 50-kg lots £1.0932 kg.
Sodium benzoate: BP, 500-kg lots £0.53 kg.
Sodium bicarbonate: BP £77.04 per 1,000 kg minimum 10-metric-ton lots, delivered UK.
Sodium carbonate: Anhydrous £212 metric ton.
Sodium chloride: Vacuum dried in 10-ton lots £22.23 metric ton delivered London.
Sodium citrate: Granular £704 per metric ton, powder £719.
Sodium fluoride: BP in 50-kg lots £1.4953 kg.
Sodium gluconate: Technical grade £720 metric ton.
Sodium hydroxide: Pellets (BP 1973) in 50-kg lots £0.898, sticks (BP 1958) £3.175 for 50 kg.
Sodium nitrite: BPC 1963 50-kg lots £0.9257 kg.
Sodium pantothenate: (Per kg) £14.75; £13.75 in 5-kg lots
Sodium perborate: (per 1,000 kg) monohydrates £425, tetrahydrate £251.
Sodium percarbonate: £338 per metric ton.
Sodium potassium tartrate: Granular £797 metric ton.
Sodium sulphate: BP per metric ton, £70.00 for fine crystals; £96.90 pea crystals. Commercial £32.60, all ex works.
Sodium sulphite: Crystals £0.1692 kg in 250-kg lots.
Sodium thiosulphate: Photo grade £131.50 metric ton, delivered.
Sorbitol: Powder £500 metric ton; syrup £250.
Tartaric acid: £770 metric ton.
Zinc chloride: Granular 96/98 per cent £390 metric ton, delivered.

Crude drugs

Aloes: Cape £1.35 kg spot; £1.28, cif. Curacao no spot; shipment £1.88, cif, March-April.
Balsams: (kg) **Canada** £11.50 spot; £11.40, cif. for shipment. **Copaiba:** BPC £2.20 on the spot; £2.10; cif. **Peru:** £6.25 spot; £6.15, cif. **Tolu:** £3.75 spot.
Buchu: Rounds £2.30 kg spot; £2.10, cif, new crop March-April.
Cascara: £980 metric ton spot; £950, cif.
Ginger: (ton, cif) Cochin £1,105. Jamaican (spot) £1,500. Nigerian split £870 spot, shipment £830, cif, peeled £990 nominal.
Hydrastis: (kg) £950 spot; £940, cif.
Ipecacuanha: (kg) Costa Rica £4.30 spot; £4.25, cif.
Lemon peel: Unextracted £1.550 metric ton spot; shipment £1.500, cif.
Liquorice root: Chinese £400 metric ton, cif. Russian £335 spot; £305, cif. Block juice £147 per 100 kg.
Menthol: (kg) Brazilian £10.40 spot and cif. Chinese from £12.50 duty paid; £11.20, cif.
Pepper: (ton) Sarawak black £1,440 spot; £1,345, cif. White £1,620 spot; shipment £1,515, cif. Brazilian black grade one £1,530, cif.
Seeds: (metric ton, cif) **Anise:** China star forward £675. **Caraway:** Dutch £940. **Celery:** Indian £620. **Coriander:** Moroccan £660; Indian £495. **Cumin:** Egyptian £500, Iranian £535. **Dill:** Indian £265. **Fennel:** Egyptian £230. **Fenugreek:** £145.
Turmeric: Madras finger £390 ton, cif.
Witchhazel leaves: Spot £2.80 kg; £2.50 cif.

Essential oils

Cedarwood: Chinese £1.10 kg spot; £1.20, cif.
Clove: Madagascar leaf, £2.50 kg spot shipment £2.70, cif; Indonesian £2.50 spot and cif. English-distilled bud £45.00 spot nominal.
Eucalyptus: Chinese £2.00 kg spot; £2.10, cif.
Lemongrass: Cochin £4.60 kg spot; £4.75 cif.
Palmarosa: No spot; or cif offers.
Patchouli: Chinese and Penang £9.50 kg spot and cif.
Peppermint: (kg) Arvensis—Brazilian £5.20 spot, £5.25, cif. Chinese £5.00 spot and cif. Piperata American Far West about £24.50, cif.
Petitgrain: £5.25 kg spot and cif.
Sandalwood: Mysore small lots quoted about £100 kg spot; East Indian £95.00.
Spearmint: (kg) American Far West £15.50. Chinese spot £12.00 kg; shipmeot £11.70, cif.

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Coming events

Monday, March 7

East Metropolitan Branch, Pharmaceutical Society, Churchill Room, Wanstead Library, at 8 pm. Dr Henry Blair, allergist, Prince of Wales's General Hospital and Hackney Hospital, on "The management of 'allergic' diseases".

Lebex International 77 (Laboratory equipment exhibition). National Exhibition Centre, Birmingham, until March 11.

Plymouth Branch, Pharmaceutical Society, Greenbank Hospital, at 8 pm. Discussion meeting.

Tuesday, March 8

Bromley Branch, Pharmaceutical Society, Wellcome Research Laboratories, Beckenham, at 8 pm. Joint meeting with the South East Metropolitan Branch.

Croydon Branch, Galen group, Friends' Meeting House, Park Lane, Croydon, at 8 pm. Annual meeting.

Lanarkshire Branch, Pharmaceutical Society, Nurses' recreation hall, Strathclyde Hospital, Motherwell, at 7.30 pm. Professor E. J. Shellard on "The plant kingdom as a source of medical agents".

South West Metropolitan Branch, Pharmaceutical Society, St George's Hospital, Blackishaw Road, London SW17, at 7.30 pm. Sydney Rose-Neil, British Acupuncture Association, on "The place of acupuncture in present-day medical treatments".

Wednesday, March 9

Northumbrian Branch, Pharmeceutical Society, Civic centre, Newcastle upon Tyne, at 7.30 pm. Annual dinner and dance.

Scottish Department, Pharmaceutical Society, Society's House, 36 York Place, Edinburgh, at 7.45 pm. Dr R. W. D. Turner on "The prevention of coronary heart disease".

Sheffield Branch, Pharmaceutical Society, Jessup Hospital, lecture theatre, at 8 pm. Discussion on "An observer's view of the role of the pharmacist in the health service".

South Cheshire Branch, Pharmaceutical Society, E. R. Squibb's Laboratories, Moreton, at 6.30 pm. H. N. E. Stevens and J. R. Selmon on "Pharmaceutical and analytical aspects of bioavailability".

Thames Valley Branch, Pharmaceutical Society, Worcester Park Hotel, Malden Road, Worcester Park, at 7 pm. Annual dinner and dance.

Thursday, March 10

Bournemouth Branch, National Pharmaceutical Association, Postgraduate centre, Poole Hospital, Poole, at 7.30 pm. Mr T. P. Astill, deputy secretary, NPA, on "You, your workers and the law".

Glasgow Branch, Pharmaceutical Society, University of Strathclyde, McCance building, at 7.45 pm. Sponsored by the Wellcome Foundation, Mrs S. McCabe, Professor A. T. Florence, and Mr J. F. B. Stewart on "Clinical pharmacy—what is it?".

Huddersfield Branch, Pharmaceutical Society, Spotted Cow Hotel, Huddersfield, at 8 pm. Illustrated talk on "Trip to Everest".

Leeds Branch, Pharmaceutical Society, Golden Lion Hotel, at 8 pm. Members debate on "There will be no contractor pharmacists in ten years time".

Swindon Branch, Pharmaceutical Society, Wyvern Theatre, Swindon, at 8 pm. Annual meeting.

Sunday, March 13

Lancaster Branch, Pharmaceutical Society, Medical centre, Ashton Road, Lancaster, at 9.45 am. Annual study day on "Diabetes".

Advance information

Lancaster Branch, Pharmaceutical Society, Residential weekend course on "Sensible prescribing in general practice". Medical centre, Ashton Road, Lancaster, March 19-20. Details from Mr R. W. Harrison, 2A Rydal Road, Lancaster LA1 3HA.

International Symposium on Drug Activity, Jerusalem Hilton Hotel, Jeruselem, March 27-April 1. Details from Symposium Secretariat, POB16271 Tel Aviv, Isreel (until March 26).

Society for Drug Research, Meeting on "Industrial drug discovery—factors governing its effectiveness", University of York, March 31-April 2 (fee from £23). Details from Dr R. W. Brimblecombe, Smith, Kline & French Laboratories, Welwyn Garden City, Herts.

British Society of Perfumers and **Society of Cosmetic Chemists,** Joint Symposium on "The future of perfumery", April 4-6, Stratford-upon-Avon Hilton, Stratford-upon-Avon. Details from general secretary, Society of Cosmetic Chemists of Great Britain, 56 Kingsway, London WC2B 6DX.

Institute of Purchasing and Supply, pharmaceutical and cosmetic industries section, Conference on supply problems including "What future for fluorocarbons in aerosols?", "Plastic or glass bottles—the best buy", "Quality assurance—its impact on purchased materials", Sudbury House, London EC1, April 21. Details from Gill Hine, IPS, York House, Westminster Bridge Road, London SE1 7UT.

West Midlands Region, Pharmaceutical Society, Postgraduate refresher course on "Clinical implications of 'drug dosage form design' to general practice pharmacy", University of Aston, Birmingham, April 24-27. Details from Mrs B. J. Fourcade, postgraduate office, department of pharmacy.

16th International Festival of Diaporama, Epinel, France, June 16-19. European cup for slide sequences with sound. Details from Secrétariat du Festivel International de l'image, Club Noir et Couleur, 44 rue Francais, 88000 Epinal, France.

International Aerosol Congress and Exhibition, Brussels, September 19-23. The Congress (September 21-23) has the theme "Aerosols and the consumer". Organisers Belgian Aerosol Association. Details from Aerosols 77, Palais du Centenaire, Parc des Expositions, B-1020 Brussels.

The Triangle Trust helps people of the Pharmaceutical Industry

The Triangle Trust 1949 Fund is an independent charitable trust administered by a Board of Trustees. Its primary aim is the relief of hardship or distress in the case of people and their dependents employed, or formerly employed in the pharmaceutical industry in Great Britain and the British Commonwealth. Such relief may include assistance with the educational expenses of children.

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For additional information, or to apply for assistance, write to: The Secretary, Dept CD, The Triangle Trust 1949 Fund, Clarges House, 6-12 Clarges Street, London W1Y 8DH.

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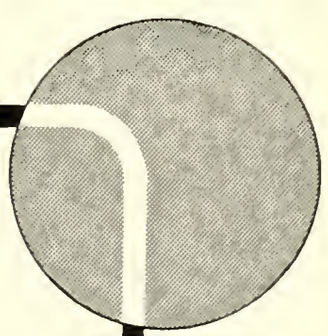

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2. it is in a business employing fewer than six persons, or
3. it is otherwise excepted from the requirements of the Sex Discrimination Act.

A statement must be made at the time the advertisement is placed saying which of the exceptions in the Act is considered to apply

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